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the newsweekly for pharmacy

April 21, 1990

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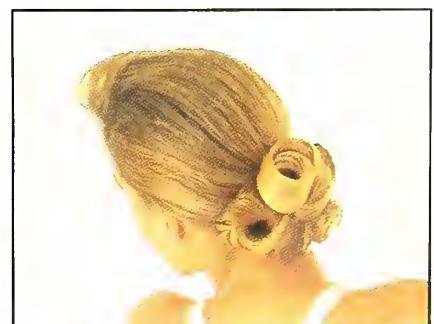
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Lloyds admit some staff were underpaid

Today claims ibuprofen harms the kidneys

Formulary role for pharmacists

Conversion papers out for Unichem



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Assistant Editor: Robert Darracott, MPS
Features Editor: Steven Titmarsh, MPS
Contributing Editor: Adrienne de Mont, MPS

Technical Editor: Eileen Wilson, MPS

Business Editor: Zachary Goldring, MSc

Beauty Editor: Carol Henderson MA (Hons)

Reporter: Charlotte Coker, MPS

Art Editor: Tony Lamb

Price List Controller: Colin Simpson

Advertisement Manager: Frances Shortland

Assistant Advertisement Manager: Doug Mytton

Advertisement Executive: Julian de Bruxelles

Production: Shirley Wilson

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Director: Felim O'Brien

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COMMENT

With the Unichem conversion meeting now only weeks away and the conversion documentation distributed, the decision on the future of the wholesaler is where it belongs — in the hands of the members.

A decision to vote for conversion will look attractive to many members. As a public company Unichem should find it easier to raise money for expansion and will be freed from the restrictions of being an industrial and provident society, a Victorian concept which may have lost relevance in the modern world. Moreover, even conservative estimates suggest the probable value of a converted Unichem will put a substantial capital asset in the hands of the shareholders.

There may be some who support the co-operative principle inherent in Unichem's current status; they have, after all, traded successfully in this form over a period of many years. Others will take a pragmatic approach and will vote in their own best financial interests. But pharmacists would do well to bear in mind there are long term, as well as short term factors, to be taken into account. For example, as a public company Unichem will be responsible primarily to their shareholders, not to members as they are

at present. Immediately, these shareholders will be the existing membership even after the expected flotation and Stock Exchange listing. Chief executive Peter Dodd envisages that many shareholders may wish to trade a small number of shares while retaining a substantial holding in the company. Nevertheless, over a period, Unichem may cease to be under direct control of pharmacists. However, a company run for the benefit of its shareholders, pharmacists or not, will not necessarily be less efficient — quite the opposite. But there remains the possibility of a takeover bid when the aims of the company may become distanced from the aspirations of its pharmacist customers.

Independent pharmacists are best served by healthy competition between wholesaling organisations — but competition which allows pharmacists a choice of supplier. A converted Unichem will mean a more powerful company. It may mean more wholesaler closures, and potentially the loss of further independent suppliers. Peter Dodd is right to urge all members to participate in the decision making process but they should vote with the wider interests of pharmacy in mind.

Lloyds admit staff paid under JIC rate

Lloyds Chemists have admitted that some staff have been paid less than the minimum wage laid down by the Joint Industrial Council for Retail Pharmacy.

For a period of two years up to March 31, 1989, a small number of staff have been found to have been paid less than the JIC minimum rate, says the Midlands based group. Twenty three people (including the two who complained to Birmingham FPC) have been identified as having been affected.

Arrangements are in hand to make *ex gratia* payments to these employees, coupled with an expression of the company's

the business.

Following a second complaint against the company, Birmingham FPC decided to hold a service committee hearing. C&D understands that in spite of the internal investigation carried out by Lloyds the hearing may still go ahead.

Birmingham FPC's principal administrative officer Mrs Mary Baxter, confirmed that Lloyds had last week responded to inquiries, and since the matter had been instigated by the FPC itself, she felt it was likely the service committee would go ahead with the hearing. No date has been set

yet, the FPC says.

Lloyds say their policy is to pay wages no less than those set by the JIC, "which generally the company has done since it was founded in 1973". Some 65 per cent of the company's full-time shop assistants are paid substantially more than the JIC minimum, it is claimed.

Lloyds Chemists currently employ more than 3,000 staff in their 355 pharmacies, and say they are confident that all staff are employed on terms and conditions no less favourable than those prescribed by the current JIC provisions.



regret, say Lloyds. The company adds that no complaints about alleged payments below the JIC minimum have been made directly to the company.

The matter first came to light after a complaint was made to Birmingham FPC. This was rejected because it was made outside the eight week time limit, but the case was taken up by the Labour MP for Birmingham, Perry Barr, Jeff Rooker (C&D February 17). He was joined by over 20 MPs in calling for an inquiry to establish whether Lloyds were carrying out the obligations imposed by the JIC. Paying wages below those set by the JIC is a breach of a contractor's terms of service.

Mr Rooker said this week he welcomed Lloyds admissions and hoped that the repayment the company had undertaken to make would be extended to those who might no longer be employed by

Sharps box outside Dundee pharmacy a success

A syringe disposal scheme, in which the used equipment is collected outside a pharmacy instead of inside, is proving successful in Dundee.

A collection box is securely fastened to the wall in a porch outside the pharmacy of A.C. Danskin, Fintry Road. People post their used syringes through into a sharps container which is regularly removed by Rentokil. At night the box is protected from vandals by a shutter covering the porch. Tayside Health Board is evaluating and financing the arrangement.

The pharmacist, James Kydd, told C&D that the scheme

overcomes problems associated with having the collection box inside the pharmacy. Although the box is well used, most customers tend to be diabetics rather than drug misusers. Mr Kydd thinks there is little encouragement for drug misusers to return their used syringes because no clean equipment is given in exchange, but he feels unable to instigate an exchange scheme on his own.

The box has been in place since last Summer and Tayside Health Board hopes the idea can be extended to other pharmacies, although there are practical problems in protecting the disposal point at night.

Drug abuse: pharmacy overlooked

The option of using pharmacists to provide syringes for drug abusers in the community has been largely overlooked in the UK. And this is in spite of the fact that they are a major source, according to Dr John Strang from the Mawdsley Hospital, London.

He was speaking last week at Liverpool University, the venue for the first international conference on the reduction of drug related harm.

With the advent of HIV, attention had been drawn to the drug abuser, he said, and the problems were those of a *lente* virus, namely a slow presentation of visible signs and symptoms. Dr Strang also assessed the cumulative risk of a policy of widening what was available on prescription. While this might well reduce the harm to one — the misuser — it may paradoxically contribute to the harm to others. He cited the case of one of his patients, for whom he prescribes injectable drugs, and whose girlfriend now injects.

Dr John Marks, consultant psychiatrist, DDC Widnes, talked on "The return of the druggist", and gave encouragement to, and recognition of the pharmacist's role in harm reduction. He questioned the current policy of prescription generation and said much of the process after diagnosis should "obviously be given to the pharmacist".

Pharmacist Kay Roberts cited the number of visits made by the public to pharmacies as evidence that pharmacists are probably the most accessible of all health care professionals.

In recent years, she said, UK pharmacists have been encouraged to take part in several health promotion exercises aimed at making the public more aware of problems associated with the inappropriate use of drugs, both legal and illegal. More recently syringe exchange schemes through pharmacies have aimed at reducing the harm associated with the sharing of injecting equipment.

Jeremy Clitheroe (Liverpool) looked at the multiple roles of the community pharmacist in the reduction of drug related harm. He illustrated the variety of roles which pharmacists play in minimising the harm which might otherwise be inflicted by the general public on themselves.

The pharmacist functioned as an authoritative and credible information source for the public and the prescriber, he said.

Support for community-based formulary pharmacists from FPC manager

General practitioner formularies should be developed in conjunction with practice-based information pharmacists, says Hereford and Worcester FPC general manager, Clive Parr.

Speaking at a seminar on NHS prescribing mechanisms held in London recently, he said he did not advocate formularies developed by the Department of Health, health authorities or FPCs. Much more would be gained if formularies were developed locally by doctors and pharmacists.

Mr Parr was formerly head of Cheshire FPC which was the first in the country to employ an information pharmacist, Claire Dutton. He believes her success was related to the fact that she was accepted by GPs as a member of the health care team.

Funding of information pharmacists was a problem, especially because savings made for the drugs bill could not be retained by FPCs under the "ring fence" system. There is no financial incentive for FPCs to encourage rational and effective prescribing, he says.

One possible avenue for funding was the retention of "savings" by FPCs for developing primary health care services, outlined in the

Government paper on indicative prescribing budgets, says Mr Parr. But such a scheme needs to be "fully thought through" to avoid the situation where high cost practices would be rewarded and

low-cost practices would presumably get nothing.

The revamped ancillary staff scheme for GPs could be extended to include information pharmacists, he suggests.

'Lying' pharmacist pays court costs

A Northampton pharmacist has been cleared by a crown court jury of handling stolen goods, but was ordered to pay court costs because he lied to police.

Ajay Mandalia, of St Georges Avenue, Northampton, walked free from the dock after he was acquitted of handling £1,000 worth of stolen leather jackets. The prosecution alleged that he handed the eight jackets to another man last July, knowing they were stolen. Mr Mandalia denied the charge, saying he was doing a favour for a business friend and did not know they were stolen. He told the police that the £1,000 cash they found in his house was for emergencies.

The prosecution said police had been observing Mr Mandalia's house and saw him hand over the jackets, but in all his

police interviews he claimed he knew nothing about the jackets.

"I lied to the police because I did not want to betray my business friend," Mr Mandalia explained. "I did many favours for this business friend and always trusted him." He said he gave the jackets to a man he had never met before but never realised they were stolen.

Judge Julian Hall said: "This is one of the rare cases where the defendant has brought an actual prosecution on himself by his repeatedly lying to the police when he was arrested."

Leader of the Northampton Borough Council Labour group, John Dickie, told the court: "I have known Mr Mandalia since 1986, and in his profession as a pharmacist he provides a unique and valuable service."

FPC advisers for GPs soon?

Yorkshire Family Practitioner Committees are to start advertising soon for medical advisers to visit GPs and discuss their prescribing habits.

A spokesman for Leeds FPC said the person appointed there would be medically qualified and a pharmacist might also be appointed. The move follows a pilot study, completed at the end of last year, which found that PACT data could be helpful to GPs and to FPCs in monitoring indicative drug budgets.

The Leeds study, involving 400 GPs, was one of six carried out for the Department of Health on the use of PACT data. The study also came out in favour of formularies. In Leeds, prescribing costs were 12 per cent above the national average, attributable to higher volumes rather than more expensive drugs.

It is hoped that the medical adviser will be appointed within the next few weeks to help GPs understand their PACT data.

Today article: ibuprofen defended

Manufacturers have defended ibuprofen after an article in *Today* newspaper on Tuesday claimed that "Britain's favourite painkiller" could cause fatal kidney failure.

A front page story said that Nurofen tablets are a threat to up to 500,000 people. Researchers say heavy use could leave patients needing dialysis or could even cause kidney collapse, the article claimed.

The report is based on a study by Dr Andrew Whelton and colleagues at John Hopkins University Hospital, Baltimore, Maryland. Twelve women were given "the normal daily prescription dose, the equivalent of 12 tablets for up to 11 days. After a week, three developed kidney failure which reversed when they stopped taking the drug. They then took six tablets a day, after which two of the three again developed reversible kidney failure. The remaining nine, who received the drug for 11 days, showed changes in kidney

function but their organs did not fail. Dr Whelton is quoted as saying that symptoms do not develop until 90 per cent of the kidney's functions are lost.

The article is illustrated by packs of Seclodin and Proflex which are described (wrongly) as "stronger forms of ibuprofen, usually on prescription." A statement from Ciba-Geigy Pharmaceuticals points out that Proflex is not available on prescription and is no stronger than any other OTC ibuprofen as the maximum daily dose is 1,200mg. The company adds that ibuprofen has been prescribed in the UK for over 25 years and was made available for OTC sale in 1983 only after collation of a "vast wealth of clinical data" in support of its safety and efficacy.

The company was unable to comment on Dr Whelton's study as the evidence has not yet been assessed.

For Whitehall Laboratories company secretary Colin Cooke says: "Seclodin was given a full

NI 'spiking' for shampoo

Traces of paint stripper have been found in a L'Oreal shampoo which was part of a spiking attack carried out in Belfast last week.

The Royal Ulster Constabulary received a warning last Thursday that several L'Oreal products on the shelves of a Boots store and a supermarket outlet of the Stewart chain had been contaminated. Police took away bottles, which had been labelled with "ALF" stickers, for testing.

On Tuesday an RUC spokesman told *C&D* that traces of chemicals used in paint stripper had been found in one of the samples. He would not exactly identify the products involved.

A L'Oreal spokesman told *C&D* that the incident was believed to be an isolated one and a repeat of a similar attack some months ago in the same city. About ten products were involved this time. All were shampoos, the spokesman said, but could give no further details. The company received no warning of the attack or any other communication.

L'Oreal do not declare which of their products are animal tested. "It is not a simplistic matter," said the spokesman.

The RUC is still investigating the attack. No-one had been apprehended in connection with it when *C&D* spoke to the RUC on Tuesday.

product licence before launch. In the short time we've been marketing Seclodin no serious ADRs have been reported."

There is no indication in *Today* as to where the results have been published. Pack warnings advise patients to consult their doctor before taking ibuprofen if they are asthmatic, pregnant or receiving regular medical treatment.

Boots superintendent Colin Baldwin says: "Ibuprofen is regarded worldwide as a much safer analgesic than aspirin or paracetamol. It has been on the market for over 20 years and has been taken by millions of people in Britain. Ibuprofen, along with other products in this class, adversely affects kidney function in those patients who already have kidney impairment."

"In the words of the authors of the publication the patients were '12 high-risk women' with mild but stable chronic renal failure". All the patients had hypertension and underlying rheumatological disease."

NPA warning on laxatives

The National Pharmaceutical Association, concerned at the misuse of laxatives by people "anxious" to lose weight, is warning the public that taking these drugs without proper advice can be dangerous. The Association suggests that dieters should speak to their doctor or pharmacist first.

Misuse can lead to accidental overdose or unexpected side-effects, says the NPA. Director Tim Astill warns: "Inappropriate long-term use of laxatives means that the body becomes dependent on them and the bowels are damaged. They can also upset the blood's chemistry, leading to a loss of essential minerals and causing harmful side-effects. It is not the way to lose weight."

The best way is to rethink eating habits and lifestyle, and avoid crash diets, says the NPA.

Non-NHS tilt

Retired pharmacist Robert Tuck is to open a pharmacy in a village which, he says, has the best dispensing doctors in the country.

Mr Tuck's pharmacy in Gnosall, near Cannock, will be a non-NHS pharmacy, providing retail sales and dispensing only a few private prescriptions, but, Mr Tuck hopes, providing the other pharmaceutical services the village badly needs. "I'm going in there to see what sort of impact it has on the village," he told C&D. "It's a project I have thought about for a long time and now I've got a chance to do it. It might even make the village realise what they are missing."

Mr Tuck hopes to open his new business on May 1. Initially it will operate on a part-time basis, two mornings a week and one afternoon a week.

Mr Tuck, who was in business in Stafford until his retirement from full-time pharmacy, is secretary to Staffordshire Local Pharmaceutical Committee.

Housebound patients will now be able to have NHS sight tests in their own home without having to pay for the optician's visit. Although this visit fee has been at the discretion of individual opticians, new Government Regulations will ensure that opticians are paid a fee for home visits. The introduction of the free domiciliary visiting service was announced last week by Virginia Bottomley, Minister for Health. Regulations setting out the scheme are to be laid before Parliament shortly and will come into force in June 1990.

TOPICAL REFLECTIONS

by Xrayser

Dress-it up or down?

Do you remember Dress-it tape — pre-cut packs of Micropore at an inflated price — an unmitigated marketing disaster from 3M which, fortunately, I decided not to stock? The marketing boys always know best, but somebody, somewhere, must have decided at last to ask the community pharmacist his opinion. Now 3M have produced a Micropore "plaster" under the Dress-it brand name.

It should have been introduced years ago but better late than never. This time I am an enthusiastic stockist and it is selling exceedingly well.

On a homes' hiding

Pharmacists once again are on a hiding to nothing over the supply of patient compliance aids to residential homes. The payments now being made for servicing these homes are paltry enough, without the necessity to compete with Boots *et al* by supplying these aids free of charge. The National Pharmaceutical Association apparently (C&D April 14, p632) is not convinced that a compliance system is always in the best interest of the patient, but given a choice of a free system or nothing, many homes will opt for the apparent advantages of sophistication.

The piecemeal offering of compliance carrots to susceptible patrons is not to the ultimate benefit of the home, or the professional reputation of the pharmacist. It would be far better if the DPhO was to determine, in consultation with the home, social services, and the existing contractor pharmacist which system, if any, is of most benefit. Necessary funding should then be arranged from outside of the contractor services, thus eliminating the dubious incentive of free perks from competing contractors.



Listing Fairy: the cost?

The so-called blacklist is constantly being revised in order to prevent abuse of the NHS purse by that "wicked" drug industry and its willing cohorts, the general practitioners. Products are listed without any consideration of the suffering to the patient and the economic damage inflicted upon an innocent company; an example of the unacceptable face of Kennethism.

The latest list proved to be no exception, and I am already bracing myself for the outpourings of impotent anger that will greet me when Mrs Tinkerbell is told she must now buy her monthly fix of Fairy Liquid, Mrs Swansdown her weekly powdering of Morny's lavender talc, and Mr Atlas his special "anabolic" Jordan's crunchy bars!

PR 'plus' from Young's amendment

There is still plenty of hot air being generated over Sir George Young's amendment to the NHS and Community Care Bill and, although guillotined in the Commons, it might still be discussed in the Lords. The result has been frenetic activity by all in high places to fully acquaint any peers or MPs prepared to listen, of the compelling case in favour of the present pharmaceutical system.

The whole profession is agreed that maybe Sir George Young, rather than the Bill, should have been subject to French revolutionary retribution. But one worthwhile result must be the sustained lobbying that has occurred as a result of his ill-conceived suggestion, which may prove to have produced much constructive Parliamentary progress.

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COUNTERPOINTS

Cristal Soleil goes for super blonde

Laboratories Garnier have introduced a super blonding spray into their Cristal Soleil range. The product complements the original blonding spray.

Super blonding is said to give bolder, but natural long lasting highlights to light brown or blonde hair. It comes in a non-aerosol spray (125ml £3.29).

The product should be sprayed onto towel dried hair then dried with a hair dryer or in the sun.

To increase the effect super blonding should be re-applied every two or three days, according to the company.



The launch of super blonding will be supported from May through to August with a £100,000 advertising campaign in women's and youth Press. Other promotional activities include a free 75ml Grafic mousse sample banded to both the blonding and the super blonding spray.

Merchandising and point of sale material is also available from Laboratories Garnier. Tel: 01-937 5454.

Babyliss have set up a customer care line as part of their support for Epilady and the full range of Babyliss hair and beauty products for 1990. Babyliss (UK) Ltd. Tel: 0420 85857.



California fragrance comes to the UK

Max Factor have launched California — a fragrance "embodying the 1990's woman".

The top note comprises muguet, rose and geranium with a warm heart of sandalwood and vetyver with the "elusive" notes of carnation. The base comprises vanilla, oakmoss and amber.

The fragrance is already a "best seller" in the States, say Max Factor and launches are also

planned for Canada, Hong Kong, Australia and Japan.

California comes in a 30ml eau de toilette (£12.50); 60ml eau de toilette (£17.50); 17ml eau de parfum (£14.50); 30ml eau de parfum (£18.50) and 15ml parfum (£28). There will also be a 17ml eau de toilette introductory offer of £7.95. The fragrance will be available from July say Max Factor Ltd. Tel: 0202 524141.

Colorfast gets a whole new look

Colorfast has been given a whole new look from Max Factor, with a new formulation, repackaging and new image.

After "extensive research", the new-look range has been reformulated to address two specific consumer demands: premium quality at an affordable price and protection for the skin, says the company.

The range, comprising 18 products, is priced between £3.95 and £5.95 and is said to protect

and moisturise the skin while providing a "flattering" finish.

All Colorfast products are now formulated with hydro vitalising ingredients including humectants, UVA and UVB sunscreens, vitamin E, allantoin and collagen.

The packaging has also been updated and belies the affordable price point of the products, say Max Factor. Components are black with gold lettering and cartons are ivory and gold. Max Factor Ltd. Tel: 0202 524141.

A sun kissed look for Dior

In an attempt to create "the sunkissed look without the sun", Christian Dior have come up with Terra Bella a sheer powder in two "tanned shades".

The powder (12g £12.50) will be available from May and comes in shades of tan, for a light golden brown, and bronze for a darker shade. A round compact in Dior blue and gold livery contains the powder which has been textured with a sunburst design.

The powder contains fine talcs; kaolin for a matt finish; polyamide for a smooth, even finish; silicone micro-particles with vitamin E to help protect the skin; emollient agents derived from lanolin, and gold frosted particles to give luminosity.

A Terra Bella brush is also available which is described as particularly suitable for applying the powder. For a period at launch, Terra Bella will come in a coffret with a brush (£19).

To complement Terra Bella, Dior have come up with the Exotique Palette for Summer. Inspiration for the palette comes from Africa and the five eye shades comprise: violet, grey-blue-pink, mulberry and a matt white (£22). The company has also added a shade of jade to its mascara parfait range (£9) to complete the look. Parfums Christian Dior (UK) Ltd. Tel: 0273 515021.

Griptight add to Designer

Griptight have made two additions to their Designer collection range of baby feeding bottles.

The two new additions are a "Jumbo" elephant in grey and pink with a grey dome-shaped tea cover, and an "Edward" bear in blue and coral with a coral tea cover. Both will be available in 250ml and 125ml sizes and retail around £1.59 and £1.49 respectively. Lewis Wool Griptight. Tel: 021-414 1122.

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fragrance?

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▼ Special Reporting to CSM Requested

Taylor add more sweet smells

Taylor of London have introduced a new home fragrance range of pot pourris comprising seven floral mixtures with a natural reviver oil and a natural spray room mist.

The new collection comprises royal rose, morning freesia, spiced peach, highland glen, spring rosebud, cottage lavender and Christmas cheer.

The new fragrances are presented in small (£2.25), medium (£3.95) and large (£4.95) gift packs as well as 100g bags (£4.25).

The reviver oil (£3.25) can be used when the pot pourri fragrance begins to fade, says the company. It can also be used to revive dried garden flowers, the company says.

The room mist (£3.65) comes in a crystal clear glass bottle with a natural pump spray. *Taylor of London*. Tel: 096 273 3202.

Improved fruitier lollipops

Simpkins are relaunching an improved vitamin C, natural colour and flavour lollipop. Textures and flavours have been enhanced to give a fruitier taste.

This, coupled with a redesigned wrapper, drum and header card all in a new multi-colour composite style, gives the product a totally new up-market image, according to Simpkins.

The price is unaltered at 10p — (120 lollipops to a drum £8.33 trade). *A L Simpkin & Co Ltd*. Tel: 0742 348736.

Beecham check it out for men



Body Check antiperspirant for men is being relaunched this month with new packaging and a second fragrance variant.

What many men in the UK want most from an antiperspirant is no nonsense protection and quality fragrances that don't overpower, say Beecham. Body Check now carries a bright, silver and white logo across the front of the petrol blue spray cans and the graphic of a male figure gives a "no-nonsense, healthy" image.

The two Body Check variants incorporate "quality" fragrances, and a double active ingredient for protection. New Body Check classic has a light, refreshing fragrance and is instantly recognised by its yellow check

device. Body Check original retains its aromatic chypre fragrance and a red check for differentiation (both variants — 150ml around £1.09).

Body Check is available in CFC-free aerosols because statistics show that men prefer to use aerosol antiperspirants compared to roll-ons and sticks. And 68 per cent of male antiperspirant users use aerosols compared to only 52 per cent of women, say Beecham.

Antiperspirants used by men tend to fall into two categories. The first category comprises many small volume for men line extensions from parent brands which were originally aimed at women. The second category comprises antiperspirants which are just one item within a wider male personal care range. Body Check will exploit the gap in the market for a stand-alone range that is free from association with brands targeted at women, and independent of male fragrance ranges, says the company.

In 1989, the value of the male only branded antiperspirant deodorants market was £32m and, as the call for male specific brands gains momentum, the future for Body Check will continue to get brighter, predict *Beecham Toiletries*. Tel: 01-560 5151.

Van Gils offer for Father's Day

Andmaw Enterprises are supporting their Van Gils fragrance with a gift set for Father's Day.

The 50ml eau de Van Gils will come packaged with a free black fashion watch with a rubberised strap and the Van Gils logo. The fragrance retails at £15.

The promotion is being backed by an "extensive" advertising campaign with advertisements in national magazines including *Elle*, *GQ*, *For Him* and the *Sunday Times* colour supplement from April to July. An advertisement will also appear on 700 post sites.

The minimum quantity of the promotional pack is 18 pieces (£146.70) and includes a free show card highlighting the offer says the company. *Andmaw Enterprises Ltd*. Tel: 073 328989.



Eurax lotion now comes in 100ml for £2.80 (6 £10.26 trade) which replaces the 150ml size. *Cib Consumer Pharmaceuticals*. Tel: 0403 50101.

Video from Scholl

A new educational video on "compression hosiery and its role in the management of venous problems" has been launched this month by Scholl.

Featuring Dr Stephen Tristram, a GP with a special interest in this area, and consultant surgeon Bill Heald, the

15-minute video details treatments available for venous problems of the leg — graduated compression hosiery, sclerotherapy and surgery. It also highlights how varicose veins are caused. The video is available on request. *Scholl (UK) Ltd*. Tel: 01-253 2030.



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Give a baby something comfortable to sit on.



When a mum asks for a nappy rash cream recommend a professional choice, Drapolene.

Widely used in hospitals and throughout the health profession Drapolene is also heavily supported in pharmacy.

It doesn't block the action of disposable nappies and comes in an easy to use tub.

For effective prevention and treatment of nappy rash recommend Drapolene.

WELLCOME RELIEF FROM NAPPY RASH.


Wellcome

New flavour for Bodyplan goes on TV

Reckitt & Colman are introducing banana and pineapple as a new flavour for their Bodyplan slimming range.

The company says that after extensive market research, banana and pineapple was identified as the most desired new flavour by consumers.

Standard packs containing six sachets of the new flavour will retail at £5.29, and the entire range will be supported with a national television advertising campaign starting in April. *Reckitt & Colman Pharmaceuticals. Tel: 0482 26151.*

A range of five pure care skincare products have been launched by Boots into their No7 range. The new range comprises creamy cleansing bar (75g £2.50); exfoliating washaway cleanser (150ml £3.60); purifying cleansing bar (75g £2.50); mineral water atomiser (200ml £2.95) and a foaming washaway cleanser (150ml £3.60). *Boots Company plc. Tel: 0602 506111.*

Devil's claw from Brewhurst as liquid

Brewhurst Health Food Supplies have introduced Ortis Harpago, an extract of the devil's claw plant in liquid form.

The root of the plant is used by herbalists to help relieve arthritis, rheumatism, and other joint problems, says the company.

The active constituents of Harpago are called harpagosides and the addition of blackcurrant

buds are said to make the product more effective as well as better tasting.

Ortis Harpago is supplied in 150ml bottles (rsp £7.95; outers of five £23.15 trade). Harpago is also available in capsule form (75 capsules rsp £5.95; cases of six £20.80 trade). *Brewhurst Health Food Supplies Ltd. Tel: 0932 354211.*

Varta support school competition

Varta Batteries are sponsoring Britain's Greenest School Competition, along with Sustainability, the company which produced the original Green Consumer Guide and has now launched a children's version — the Young Green Consumer Guide.

As part of their support for the competition, Varta are providing the prizes, which include a three-day environmental trip to West

Germany for the winning school team. They will visit companies which are making particular efforts to protect the environment. Two runner-up schools will each receive £500.

The company will also give all schools entering the competition a free Varta rechargeable battery multi-charger, and will supply rechargeable batteries at a special price. *Varta Batteries Ltd. Tel: 0784 64341.*

Tendercare holiday offer

Tendercare disposable nappies are offering Mums a holiday! Specially stickered packs contain details of a competition, for which the prizes are 10 family holidays in UK resorts worth £500 each with £100 spending money.

The offer includes a trade discount of 50p per case on orders from May 7 to June 1. *Blue Ridge Care Ltd. Tel: 0207 590593.*

Braun grin!

Braun have linked up with the British Dental Health Foundation this year in their annual campaign to promote the importance of a good dental hygiene routine.

Braun are supporting National Smile Week (May 14-20) by contributing to a series of nationwide promotional events organised by BDHF. This includes a poster campaign in dental waiting rooms and healthcentres.

And there is a local radio competition with Braun products as prizes. *Braun (UK) Ltd. Tel: 0932 785611.*



Zyma (UK) Limited, Alderley Edge, Cheshire SK9 7XP Detailed information will be sent on request

OW JAVA ADDS EVEN MORE MUSCLE TO LYNX.



the fastest growing male deodorant range is launching Java, best bodyspray and shower gel fragrance for men. With a powerful

£2.9m spend on the Lynx brand during 1990, including a Java TV commercial, this new variant is sure to get you well-armed with stronger Lynx profits.



ELIDA GIBBS: CARING FOR HEALTH AND BEAUTY.

Triple support from Whitehall

Whitehall Laboratories are launching promotional campaigns to support three of their major medicine lines.

A Press advertising campaign for Preparation H ointment and suppositories is to run throughout the Summer in a selection of daily and Sunday national newspapers, as well as in the *Radio Times*, the company says.

Bisodol powder and tablets are currently being promoted on television in a number of regions, from London to STV in the North. Further bursts of television advertising will provide additional support throughout the Summer. The campaign represents a total spend of about £600,000.

Anbesol liquid anaesthetic and antiseptic will benefit from a promotion commencing in May. Anbesol mobiles will be included in all bounty bags distributed to first-time mothers in hospitals. A leaflet giving details of the product will also be included in the bags. *Whitehall Laboratories. Tel: 0271 45935.*



The body beautiful from Cartier

A Body Beauty collection is the latest addition to Cartier's Panthere fragrance range. The collection will be available initially at Harrods and then nationally from May 21.

Packaged with the Cartier livery, the range comprises a cream, a moisturising milk and a dusting powder. The company have also introduced the Bijou sac, a miniature replica of the Panthere perfume bottle.

The cream comes in a white opaline jar which is refillable and contains both a moisturising agent — sorbitol, and amino acids (200ml £65, refill £29).

The moisturising milk comes in a claret and gold container and is said to provide "maximum moisturisation". It contains lanolin-derived alcohols and can be refilled (200ml £53, refill £22).

A black and gold faceted jar contains the dusting powder which is also refillable. The powder is available in 100g for £56 (refill £26). *Cartier. Tel: 01-493 6962.*

Orovite and Orovite 7 will be promoted by the Beecham Health Care sales force from this week. Orovite was previously sold by Bencard. *Beecham Healthcare. Tel: 01-566 5151.*

Seven Seas add four supplements to range

Seven Seas have launched four new products into their supplements range.

Each of the four new supplements contains only natural colouring and is free from added flavourings and preservatives.

Pure salmon oil capsules (50 £4.99) contain 500mg of oil, with a recommended regime of two per day. Fish oils have been shown to play a part in preventing heart disease.

Seven Seas have used the sea plant Dunaliella as a natural source for their beta-carotene supplement. Each capsule (30 £5.49) contains 15mg with a dosage of one per day.

Natural vitamin E in wheatgerm oil (30 £3.99) contains 500iu of vitamin E blended with 100mg of wheatgerm oil. Odourless one-a-day garlic perles come in 60s (£3.49). Garlic is now known to help the body fight infection and maintain healthy blood and circulation.

The four new supplements will be available in a drop-feed unit. The unit, headed "Natural supplements from Seven Seas" will contain six tubs of each and will be augmented with two other best selling supplements — super evening primrose oil and Korean ginseng. *Seven Seas Healthcare Ltd. Tel: 0482 75234.*

ON TV NEXT WEEK

GTV Grampian
B Border
C Central
CTV Channel Islands
LWT London Weekend
C4 Channel 4

U Ulster
G Granada
A Anglia
TSW South West
TTV Thames Television
TV-am Breakfast
Television

SK Sky
STV Scotland (central)
Y Yorkshire
HTV Wales & West
TVS South
TT Tyne Tees

Bisodol Regular:	STV, TVS, TTV
Bodyplan:	TV-am
Dimension:	All areas except TV-am
Libra Bodyform:	All areas except CTV & C4 & TV-am
Listerine:	All areas
MUM deodorant:	All areas
Oxy:	U, STV, G, Y, C, HTV, LWT, TTV
Peaudouce Ultra T:	TV-am
Ponds Creams:	All areas except U & TV-am
Remegei:	TT
Rennie:	All areas except U, Y, CTV, TVS, C4 & TV-am
Sanatogen multivitamins range:	TV-am
Sure:	All areas except TV-am
Timotei dandruff shampoo:	All areas except TV-am

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PREMIUM QUALITY & UNBEATABLE SALES



The UK's best selling bathroom brands - in new 1990 livery

No body sells more bathroom brands than Cussons: 75 m Imperial Leather packs last year alone.

Now, here's the new look for 1990: five matching products (in three fragrances).

Three are already brand leaders: Imperial Leather soap, talc and shower gel.

All will be advertised on television later in the year.

One look, one premium quality: the range appeal is irresistible.

Performance is better than ever: improved deodorants, creamier foam bath, extra fragrances.

And talc and foam bath are packed in sixes: a chance to freshen up sales by offering more choice.

Even Imperial Leather soap is to be enhanced: a clear inner wrap will keep its fragrance fresher.

Merchandise them together or separately: the new Imperial Leather range is the key to tomorrow's personal washing market.

Cussons

Cussons (UK) Ltd, Kersal Vale, Manchester M7 0GL Tel: 061-792 6111

OPC gets Vegan award

The Organic Product Company claims to be the first cosmetic and toiletry company to be awarded the new Vegan Society trade mark, which it can use on product and point of sale labelling.

The new symbol will help customers recognize that OPC products are suitable for vegans as they contain no animal derived products, says the company. (There are three exceptions which contain honey: grape and honey toner, aloe vera hand cream and eye makeup remover cream). *Organic Product Company. Tel: 01-478 1062.*

AAH guide

AAH Pharmaceuticals' Vantage symbol group members can benefit from a new own-label product guide produced by AAH.

Designed to assist members and their OTC buyers, the product guide is said to provide easy reference to all aspects of the Vantage product portfolio. *AAH Pharmaceuticals Ltd. Tel: 0928 717070.*

Brewhurst back woodland project

Brewhurst are backing a project to plant thousands of broadleaved trees on a 70 acre site on the edge of Old Woking, Surrey, organised by the Traditional British Broadleaf Heritage.

Brewhurst's backing for the project involves a major trade and consumer promotion on five of the company's product ranges — Fantastic Foods, Celestial herbal teas, Ballygowan spring waters, Healthrite recycled paper products and Healthrite organic rice cakes.

The programme is designed to raise "a substantial sum" of money for British Broadleaf to plant trees at the Old Woking site

which will be known as the Brewhurst Woodland.

Under the promotion Brewhurst will contribute 25p for every case of these products sold at Helfex and throughout the sales period which runs until May 18.

Additionally, under the consumer promotion which will run from May 21 to July 15, Brewhurst will contribute 5p for every item sold.

To support the promotion Brewhurst is producing a range of point of sale material including posters, shelf wobblers, leaflets and stickers. *Brewhurst Health Food Supplies Ltd. Tel: 0932 354211.*

£1m boost for Hermesetas

Hermes sweeteners intend to develop the brand's position in the sweetener market by putting over £1m behind the range in 1990. Activity will include a television and magazine advertising campaign with emphasis on Hermesetas Light.

Three major on-pack promotions will run throughout the Summer. In store from May Hermesetas Light 100 and 300 packs will feature a competition to win one of three Citroen AXGT cars with runners up prizes of 5 leather travel wallets. Hermesetas Gold 200 and 600 packs feature a competition to win a Swissair gold travel pass worth £10,000, plus 10 luxury travel bags for the runners up.

Hermesetas 300, 750 and 1,200 packs offer consumers the chance to win a Royal Doulton teaset worth £186. Between July 1 and March 31, 1991, one teaset will be given away daily. Promotional packs will be available from end of April. *Distributor Jenks Group. Tel: 0494 33456.*

Healthcrafts First Defence

Healthcrafts First Defence is a nutritional supplement containing vitamins and minerals designed to boost the immune system of the body, say Booker Nutritional Products.

The formula contains vitamin C, vitamin E, selenium, beta-

carotene, zinc, iron and copper. First Defence (£0.499) comes in cases of six (£17.36 trade) and was developed by Booker in conjunction with Professor Bryce-Smith of Reading University. *Booker Nutritional Products. Tel: 0932 336366.*

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B.C.P. £26.43

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- * SHUTTER LOCK
- * COMPLETE WITH 2 FILMS, CASE & 2 ALKALINE BATTERIES

BUY 4 RECEIVE 2 FREE
EFFECTIVE B.C.P. OF £9.99

SHOWS 50% MARGIN

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Togs

THE ULTIMATE DESIGN IN NAPPIES BRINGS
THE INDEPENDENT CHEMIST THE ULTIMATE IN PRIZES

OVER £20,000
WORTH OF PRIZES
MUST BE WON

1st PRIZE VOLVO 440 GLi
(worth £10,500)

2nd PRIZES Two 2nd prizes of a
Caribbean Holiday (for 2 people)
in St. Lucia with Thomas Cook
(worth £2,500 each.)

3rd PRIZES Three 3rd Prizes of JVC
System C Compact Cassette Camcorders
(Model GR-S77) (worth £1,100 each.)

RUNNERS UP Thirty runner up
prizes of Sony Watchman/TV Radios
with 4½" Black and White screen
Model FD-500B (worth £130 each.)

Each 4 case order placed on our Togs freephone line from 19th March to the 30th April qualifies for one entry in our Independent Chemist competition. Multiple orders of 4 cases result in multiple entries. To enter the competition and have the chance of winning one of our fabulous prizes, simply phone 0800 626240, place your order and answer the following:

1. Which brand of nappy launched the Ultimate Design in June 1988?

2. In which country are Volvos manufactured?

3. What is the capital of the Bahamas?

Complete the following tie-breaker (in no more than 10 words). "I stock Togs because: "

The holiday prizes include flights and four star accommodation. Thomas Cook's standard brochure conditions apply. The promoter accepts no liability for flight delays or cancellations, which are the responsibility of Thomas Cook Ltd.

RULES: 1. A four case order of any Togs Newborn, Infant, Toddler or Child size nappy qualifies for one entry into the competition. Multiple orders of 4 cases, give the equivalent number of entries. 2. Participation in the competition and all orders placed must be made by telephone on freephone 0800 626240. 3. A cancellation of an order will automatically voidate the promotional entry. 4. Prizes will be awarded to the winners. Entrants will correctly answer the three questions featured above. If in the event of a tie, the prizes will be awarded to the entrant who can answer the question best completed the tie-breaker sentence in an original and original manner. The judges decision will be final and no correspondence will be entered into. 5. All telephone calls must be made by 5pm on 30th April 1990. 6. The promoter is a joint marketing partner of Swaddlers Ltd. Swaddlers employees, their families, agencies and suppliers are not eligible to participate in this promotion. 7. A list of winners will be obtained by writing to Mrs J. Skelton, Chem point, Swaddlers Ltd, Prince's Way, Team Valley Trading Estate, Gateshead, Tyne & Wear NE11 OTU after 31st May 1990. 8. No cash alternative will be made available for any of the featured prizes. 9. The Caribbean holidays must be taken by 28.09.90. Promoter: Swaddlers Ltd, Prince's Way, Team Valley Trading Estate, Gateshead, Tyne and Wear NE11 OTU.

**FREEPHONE
0800 626240**

Togs

THE ULTIMATE DESIGN IN NAPPIES

Numark May promotions in premium brand boost

Premium brands are featured in the Numark May Promotion and include Andrex toilet rolls and family tissues, Baby Fresh, Born Blonde, Flex, Henara Henna, Impulse body spray, Lynx sprays/gels and aftershave, Macleans mouthguard, Natrel, Robinsons baby meals, Robinsons barley water and original high juice, Simplicity, Timotei, Vespre, Carefree and a range from Vidal Sassoon.

Family care lines include Aludrox, Anadin, Anusol, cocodamol effervescent, the E45 range, Cymalon, Feminax, Femafem, Germoloids, J. Collis Browne, Jungle Formula, Junior Disprol, Metatone, Abidec multivitamins, Mycota, Rennie, Sominex, Ashton & Parsons powders, Beechams pills, Dinnefords gripe mixture, Fynnon Salt and Fynnon Calcium Asprin. *Numark Management Ltd. Tel: 0985 215555.*

Regency Film Services have launched a nationwide competition to win a Ford Escort XR3i cabriolet. Every customer taking a film in for processing will receive an entry form, and those ordering 5in by 7in prints will receive two entry forms. The customer has to identify three silhouettes of cars on the entry form and complete a tie-breaker.

Regency are also running a competition for their dealers;

Win a Ford XR3i with Regency

Regency are sending out mystery shoppers to visit their dealers' branches throughout the promotion and staff giving the correct response to questions can win weekend breaks. Managers or owners will automatically be entered into a free prize draw to win a weekend break, the company says.

The promotion runs until May 31. *Regency Film Services 01-804 9921.*

Ten free holidays from Unichem to USA

Unichem are offering members the chance to win ten free holidays to San Francisco as part of their Green promotion this Spring, they say.

Members have to correctly identify the names of eight trees shown in the promotional brochure and they can win a holiday for two to Unichem's 1990 convention in San Diego.

The Green promotion offers

members discounts on "green" products ordered in April and May from LA Looks, Pampers, Impulse body sprays, Silvikrin hairspray/pumps, Dixcel toilet paper, Simplicity, Sanara, Studio Line, Sebamed, Simply Gentle, Pure & Clear, Mr Muscle, Finesse, Energence curl reviver and Batiste dry shampoo. *Unichem. Tel: 01-391 2323.*

Agfa launch new paper

Agfa are launching a new black and white variable contrast paper at a special photographic exhibition in Covent Garden. Stills from the movie "The Krays" will be shown printed on Agfa's new Multicontrast High Speed RC paper at Smiths Gallery, from April 24-27.

"Contrasts" is photographed by Richard Blanshard, the stills photographer on the film crew.

Agfa's new paper is available in glossy and semi-matt finishes and covers the conventional spectrum of black and white papers from extra soft (grade 0) to extra hard (grade 5). *Agfa Gevaert Ltd. Tel: 01-560 2131.*

Kodak offer

Kodak batteries are giving a free roll of Kodacolor Gold film with special packs of Kodak Xtralife batteries. Consumers have to buy three of the special promotional packs and return the proof of purchase from the packs to Kodak. They then receive a free Kodacolor Gold 24 exposure film in the format of their choice.

This promotional offer runs on all five sizes of Kodak Xtralife batteries: AAA, AA, C, D and 9 volt. The offer is valid until the end of October.

To support this campaign Kodak is producing eye-catching point of sale material, all linked around the theme of "Smile! Free film with Kodak batteries!" *Kodak Ltd. Tel: 0442 61122.*

HealthAid Herbal Start ENERGY BOOSTER



VIEW FROM AMERICA
100% NATURAL
FIRST TIME IN THE UK

HERBAL START is a 100% natural Energy Booster formula which is totally yeast, sugar, caffeine and gluten-free and completely devoid of any known harmful stimulants.

HERBAL START is the perfect energy-boosting formula for everyone who wishes to start the day with optimum energy and to maintain a healthy, fulfilled life style.

To start the day with optimum energy and to maintain a healthy, fulfilled life style.

Trade price £2.90, retailing at £4.99 for 30 tablets available in a display outer of 10 bottles. Minimum order 1 outer of 10.

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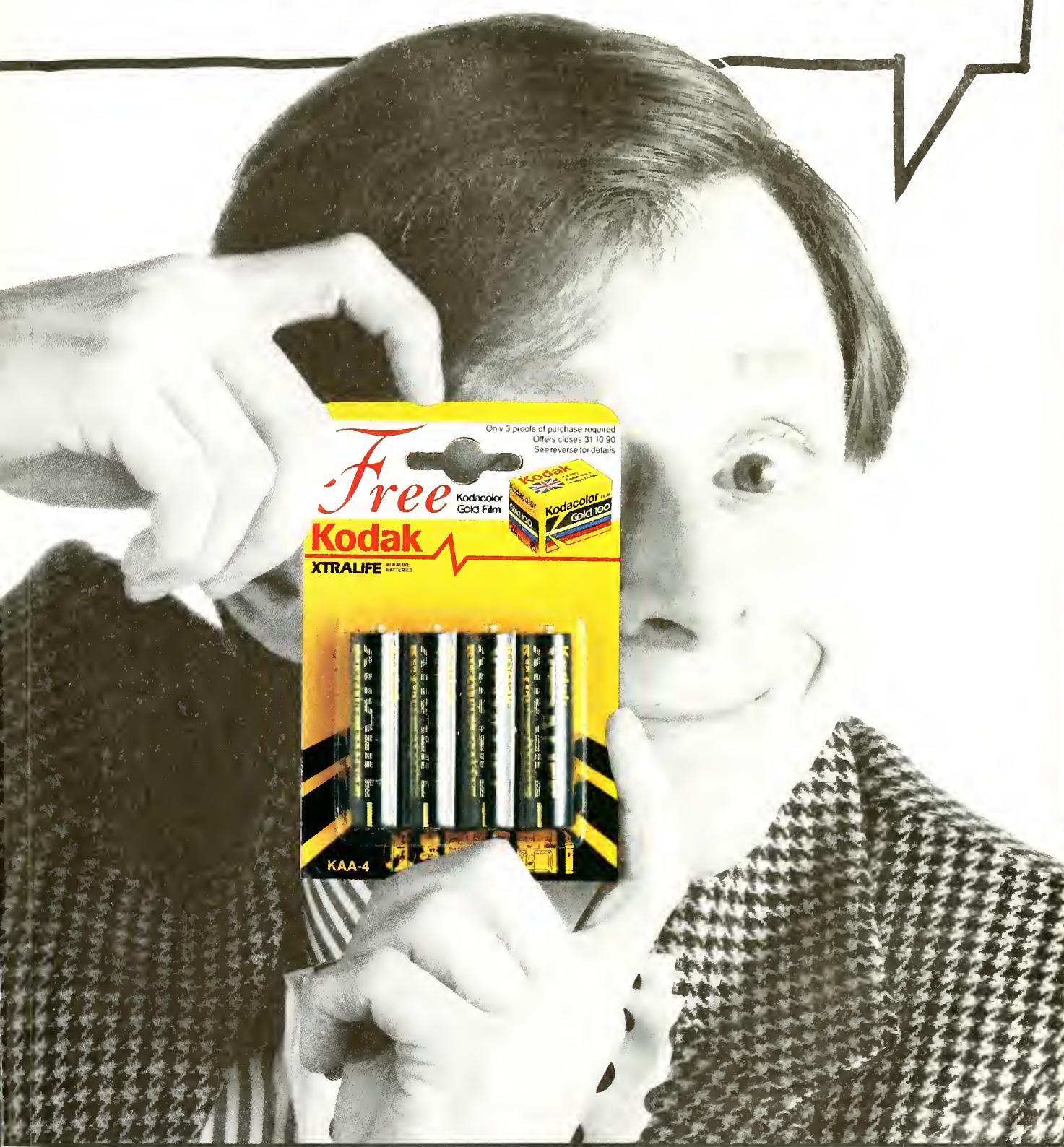
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Tel: 01-991 0035. Fax: 01-997 3490

HealthAid



Mr A. Shah (second right), the winner of a Bedford Rascal delivery van in the Elida Gibbs Timotei prize draw at the recent CBS Wholesale trade show. Mr Shah, whose pharmacy is at 139a Kennington Road, Rainham, Essex, was presented with the keys of the van by Elida Gibbs' key account manager Ian Spoor (second left) who described business for the new Timotei dandruff shampoo on the day as "very brisk". Also looking on are CBS sales and marketing manager Nicky Edden (right) and Simon Lee, Elida Gibbs' regional manager

SMILE, WATCH THE PROFITS.



FREE KODACOLOR Gold FILM WITH KODAK XTRALIFE BATTERIES
With the tops of 3 'Kodak' XTRALIFE promotional battery packs, your customers will snap up a
FREE Kodacolor Gold Film - 24 exp, worth £2.99 RRP. Make sure you load up with 'Kodak'
XTRALIFE Batteries. It's a sure way to develop extra value for your
customers, extra sales and extra profits for you. Offer closes 31.10.90.

Kodak
BATTERIES

Merieux's rubella vaccine

Merieux are introducing Rubavax rubella vaccine at the end of April.

It is a lyophilised vaccine containing hyperattenuated live rubella virus and is indicated for active immunisation against rubella in girls aged 10-14 years and seronegative women.

The vaccine (0.5ml £2.61 trade) is given deep subcutaneously or intramuscularly and should be reconstituted with the sterile diluent provided. Rubavax should be stored in a fridge.

Side effects and contraindications are as for other rubella vaccines (see Data Sheet). Classified as a Prescription Only Medicine, product licence numbers are: 6745/0014 for the vaccine and 0024 for the diluent. Merieux UK Ltd. Tel: 0628 785291.

BRIEFS

Berk have introduced the following: carbamazepine tablets 400mg (100 £11.45); ibuprofen tablets 600mg (100 £8.69); lactulose solution (500ml £3.74) and nifedipine 5mg capsules (100 £7.99, all prices trade). Berk Generics. Tel: 0323 641144.

Kerfoot have introduced the following original packs: dihydrocodeine 30mg tablets (100 £3.11); trimethoprim tablets 100mg (28 £0.95) and 200mg (14 £1.40, all prices trade). Kerfoot Pharmaceuticals. Tel: 061-330 4531.

Roussel Laboratories have reintroduced the 375ml can of Reabilan (20 £51.54 trade) which is ACBS listed. Roussel Laboratories Ltd. Tel: 0895 834343.

Syntex nasal spray has been reformulated and now has a reduced amount of propylene glycol, say Syntex Pharmaceuticals Ltd. Tel: 0628 33191.

Wellcome say that the markings on Zovirax 800mg tablets have been changed and are imprinted "Zovirax 800" on one side and are scored on the reverse. The Wellcome Foundation Ltd. Tel: 0270 583151.

Kabi say that Kabifilter is only available in boxes of 45 and not 15 (last week, p619). Kabi Vitrum Ltd. Tel: 0628 850300.

Smith Kline & French have introduced a 10-dose presentation of AC Vax vaccine (£61.74 trade). Smith Kline & French Laboratories Ltd. Tel: 0707 325111.

L-tryptophan withdrawn from prescription

Rorer's decision to discontinue Pacitron (p601 last week) follows a number of recent reports, predominantly from the USA, of an association between L-tryptophan and eosinophilia-myalgia syndrome (EMS).

The condition is characterised by intense eosinophilia (usually exceeding 2,000 cells/mm³) and muscle pain; arthralgia, fever, oedema, cutaneous abnormalities

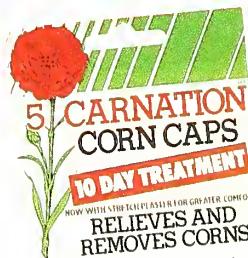
and pulmonary disorders have also been linked with this syndrome.

In the UK non-prescription dietary supplements containing L-tryptophan have been voluntarily withdrawn. Despite intensive investigations in the USA, where contamination of raw material was suspected, the cause of the syndrome has not yet been identified.

There have been two reports of possible EMS occurring in patients taking Pacitron in the UK. Patients already receiving Pacitron therapy should discontinue this as soon as possible, and suitable alternative therapy substituted.

Any patient who has taken Pacitron and reports symptoms which could be the result of EMS, should undergo a differential blood cell count, say Rorer. If eosinophilia presents, it should be reported to the CSM.

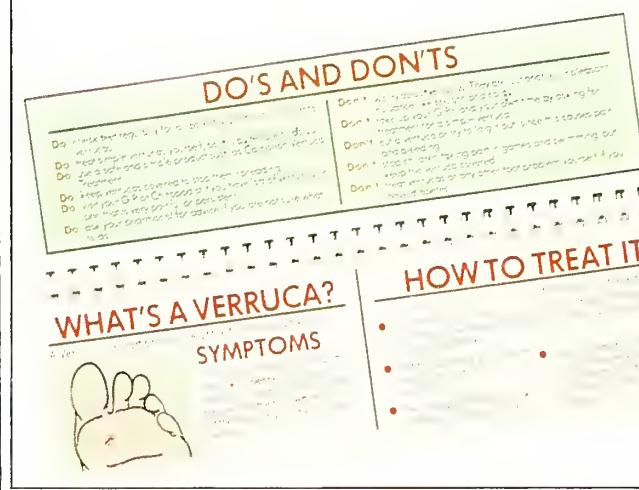
However, Rorer emphasise that the final causal link between tryptophan and EMS has not been



The new Carnation Footcare merchandising unit is all ready to boost your soles by leaps and bounds. This unique unit has been designed to offer the proven, most profitable footcare products in the top selling treatment groups (Nielsen Audit of Footcare Products in 1989).

What's more, the products are displayed in a way that will encourage self-selection by your customers with a "How to treat your feet" guide fixed to the front of the premium quality tray. This gives simple concise information on do's and don'ts, symptoms and treatments for verrucas, corns, callouses and bunions, all indexed for instant access.

The package comes complete with education cards and leaflets for your staff, while the product range is backed up with a national advertising campaign in the women's press and a national poster campaign in leisure centres, swimming pools and health centres.



established and the company says it may be in a position to reintroduce Pacitron when it has a clearer understanding of the underlying mechanism.

Pharmacists are requested to return surplus stocks to their local wholesaler for full credit.

■ The Committee on Safety of Medicines announced last week that Optimax (E. Merck Ltd) has also been withdrawn as a precautionary measure. Doctors with patients who are taking Optimax are advised to review each patient individually and substitute alternative anti-depressant therapy where

appropriate. In exceptional cases where no alternative therapy is deemed suitable by the prescribing physician, Merck will supply further Optimax by special request.

Pharmacists are requested to return surplus stocks to their local wholesaler for full credit. No cases of EMS have yet been reported with Optimax.

The number of AIDS cases acquired by heterosexual intercourse has nearly doubled in the past year, according to the Department of Health. Although representing only 6 per cent of the total, the

numbers are increasing rapidly, and in a few years time over half the UK cases could be in the heterosexual contact and injecting drug abuse categories. Homosexual/bisexual men currently account for about 80 per cent of the total.

By the end of March, a cumulative total of 3,157 cases of AIDS had been reported, compared with 3,021 at the end of February; 56 per cent are known to have died. The cumulative total for HIV antibody positive reports for the UK is now 13,632, although this figure is likely to be less than the true number.

Pharmacy intervention is effective

Active intervention in doctors' prescribing by pharmacists results in the detection of errors with a major potential for harm, concludes a new study.

Thirty-five pharmacists at all six hospitals in the Nottingham Health Authority took part in the study, reported in last week's *British Medical Journal*. They made 769 interventions (2.9 per cent of all prescriptions) in a month, of these 60 had a "major potential for medical harm".

Commonest problems were with dosage, which was wrong in over a third of prescriptions and not stated in about 50 prescriptions. Some 32 of the inaccurate dosages were for drugs with major potential for harm. Coprescription of excessive quantities of aspirin and paracetamol in plain and compound preparations such as co-proxamol, benorylate or paracetamol, was also common.

The vast majority — 86 per cent — of pharmacist's interventions were accepted. The survey was invaluable in identifying prescribing problems, say the researchers. Though limited in number, some errors are made repeatedly and may be preventable.

LPCs lobbied over contract

Buckinghamshire proprietor John Williams has mailed all LPC secretaries as part of his campaign to persuade pharmacists they should fight against accepting the current contract imposed by the Department of Health.

He is urging LPCs to call meetings of their contractors to determine the level of popular support, and asking if they would be prepared to co-operate with other LPCs in asking the DoH to revoke the current contract.

So far two LPCs have asked him to address them and one, Bedfordshire, has turned him down.

Mr Williams has also written to all contractors in his own LPC, asking them if they are prepared to attend a meeting to debate the issue. However, he says he is disappointed in the response nationally from individual pharmacists after his call for those concerned about their future to contact him (*C&D* March 31).

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PAYE promptly!

Under a change in the rules last year, PAYE on directors' remuneration must be applied as soon as possible in the following cases: when the director becomes entitled to the payment; when the payment is actually made; when remuneration is credited in the company's accounts; at the end of a period of account if the remuneration is determined before the end of that period; when the remuneration for a period of account is determined if this is after the end of that period.

It may be that, for a bonus in particular, PAYE will become payable before the bonus itself is paid. If this is so details will have to be entered on the company's payroll to ensure PAYE is paid at the proper time and so avoid interest and penalties.

Injury notice

The recent case of Whitfield v H. & R. Johnson (Tiles) Ltd raised an interesting point concerning the Factories Act 1961 section 72. This section is designed to prevent a person being employed to lift or move a load of such excessive weight that it was likely to cause injury.

In this case Susan Whitfield claimed for an injury she had suffered while unloading tiles from a trolley. She had been employed for some 11 years and apparently had a congenital weakness of the spine which was not known to, or suspected by, the defendants.

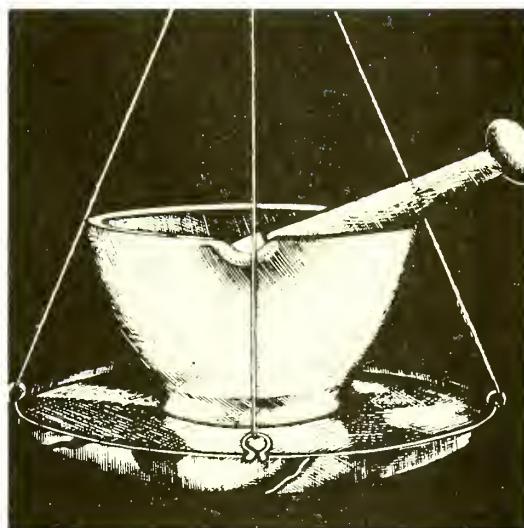
She sued complaining of a breach of section 72. Her case was dismissed, as was her appeal. The trial judge found that almost any incident in everyday life could have triggered off the condition.

It would, of course, be a very different position had the employers known the lady was prone to back trouble.

NIC rates

For employees the lower earnings limit (Class 1) for National Insurance contributions is raised to £45.99 (up 74p). In Class 4, for the self-employed, the 6.3 per cent contribution rate remains the same but the annual limits of profits between which Class 4 contributions are payable will be raised to £5,650 and £18,200. The maximum in Class 4 will be £83.25 and the overall maximum contribution for 1990-91 will be £1,669.50.

POINTS OF LAW



"Just because you choose to call someone a consultant it does not necessarily solve the problem..."

How is your consultant employed?

A question often arises about the distinction between employment and self-employment. If you employ a "consultant", who is to be responsible for paying income tax and National Insurance contributions?

Just because you choose to call someone a consultant and indeed have a letter saying that he should be responsible for his own tax does not necessarily solve the problem as far as the Inland Revenue is concerned.

Every case will have to be judged on its own facts but there are a number of points to be taken into account in determining if a consultant is just that for tax purposes or whether the Revenue is going to consider him as a member of staff.

Basic questions to be answered will include:

- 1 Does your "consultant" provide his own office, equipment, facilities, etc?
- 2 Has he any staff of his own?
- 3 Does he work exclusively for

you or others as well?

4 Is he registered for VAT?

5 Is there an element of risk in his business?

6 When he works for you is it full time?

7 Are you giving him additional benefits — BUPA, a car, canteen meals?

8 Does he use your equipment, telephones, fax machines, etc?

9 Do you exercise the same sort of control over him that you do over employees or does he come and go as he pleases?

10 Does he work alongside your employees on a daily basis?

If you can answer "yes" to the first five questions and "no" to the last five, then you are a long way to establishing the fact that the "consultant" is self-employed.

Merely because one answer is "no" in the first five does not mean he is not self-employed. But if all five were answered in the negative the Inland Revenue may be against you on the point.

Solicitors called to account

Years ago there was a belief that a solicitor was a sort of demi-God and that no criticism could ever be justifiably made of one. Now it has become accepted that they are mere mortals like the rest of us.

If you have a complaint about a solicitor's work then you are entitled to put it before the Solicitors' Complaints Bureau. This is an organisation which is a separate branch of the Law Society and which is there to ensure proper legal standards and investigate complaints of professional misconduct. These include such things as delays in dealing with letters and inquiries, overcharging, dishonesty, and even rudeness. Punishment includes a rebuke, a fine or in serious cases suspension and being struck off.

To make a complaint write to the Complaints Bureau at Portland House, Stag Place, London SW1E 5BL, giving the name of the solicitor and setting out the problem. You will have to give the Bureau permission to send a copy of your letter to the solicitor involved.

A great number of complaints — such as ones over unanswered letters — are settled within a few days by the Bureau. More serious ones will be dealt with more formally before the Solicitors' Disciplinary Tribunal, a process which inevitably will take several months.

Fines for late PAYE

The Inland Revenue has announced Regulations to enforce new penalties under the Finance Act 1989 for employers who make late or incorrect returns of PAYE deductions for 1989-90 and subsequent years.

The Regulations extend from April 19 to May 19 the time limit by which employers must file their returns of PAYE and NIC deducted (forms P14 and P35). Employers who file their returns late or make incorrect returns may be liable to penalties which, in the case of late returns, will be introduced gradually over the next five years.

It should be noted that these regulations do not change the dates by which employers must pay PAYE and NIC deductions to the Revenue each month.



Keeping fresh in the '90s

In the 1990s, we are told, more and more women will be joining the workforce as the number of school-leavers drops. Juggling a career with motherhood and housework, the last thing the '90s woman wants to worry about is her feminine hygiene product...

Today's woman demands sanitary protection which is reliable, comfortable, unobtrusive, prevents odour and allows her to pursue normal activities during a period. Yet her grandmother or great-grandmother probably had to make do with pieces of cloth which were washed and reused, and offered no such benefits.

Sanpro has come a long way since then. The first disposable sanitary towel, Dr Whites, was launched in 1921, and the first tampon, Tampax in 1933. Things stayed much the same in the towel sector until the 1970s when the first major advance occurred — beltless pads, introducing comfort and convenience to towels.

Pantyliners, with all their inherent benefits



Dr White's now include Shapes

soon followed.

Development within the tampon sector was similarly slow. Lil-lets were launched in the early 1950s introducing digital tampons. Some 30 years later, in 1980, Playtex launched a plastic applicator product. Then in 1983, Contour was launched as a closed end, flushable applicator tampon.

More developments of both types of sanitary products are sure to follow as consumers become increasingly sophisticated. One fairly recent development in the towel market is the concept of folded and wrapped towels and pantliners. These provide a discreet and hygienic way of carrying towels around in everyday life, ideal for the working woman.

There is an increasing development of the 'wardrobe approach', with consumers opting for a range of products offering different absorbencies in line with changing needs during the menstrual cycle. Over 40



Digital tampons Lil-lets launched in the '50s

per cent of women now use a mix of towels and tampons, and this figure will grow in years to come, predict Smith & Nephew.

"There is little doubt that the future for Sanpro remains bright. A growing awareness of the range available for today's consumer, coupled with a growing demand for a choice of products throughout the menstrual cycle, is likely to see an even greater product diversification in the future," says the company.

The market today

The Sanpro market is valued at £155m by Tambrands (December 1989) and £157m by Kimberly-Clark (estimate for 1990). It is now one of the largest toiletries markets in the UK, worth almost as much as shampoos (£158m), and more than deodorants (£134m), toothpastes (£134m), and soap (£91m, all figures to December 1989), say Tambrands.

Towels continue to be more popular than tampons; they have the greater share of the market in volume and value terms. Tambrands say the split is 55 per cent: 45 per cent; Kimberly-Clark's estimate for 1990 is 58:42.

Tampax has a larger brand share than any other branded sanitary product, towel or tampon, at 27 per cent volume and worth £42m (June 1989), say Tambrands. And in the tampons sector, applicator tampons such as Tampax and Contour, make up 63.5 per cent of the market, and digital tampons, such as Lil-lets, 36.5 per cent.

Smith & Nephew have a product in every sector of both the towel and tampon

Chemist vs Grocer Split

% volume

	Tampons		Towels	
	Chemists	Grocers	Chemists	Grocers
1983	41.8	58.2	44.7	55.3
1984	40.9	59.1	45.2	54.8
1985	38.2	61.8	42.7	57.3
1986	36.6	63.4	42.5	57.5
1987	36.5	63.5	39.0	61.0
1988	33.2	66.8	35.8	64.2

Source: Tambrands (June 1989)

continued from p681

markets. They own both Contour and Lil-lets, the brand leading digital tampon. It continues to perform well in the pharmacy sector, says the company, increasing its share volume to 39.7 per cent, and value to 40.9 per cent.

The tampon market was worth £68m in 1989, up 11.5 per cent year on year, and a key growth area according to Smith & Nephew. They estimate that the market will grow in 1990 by 7.4 per cent to £73m.

The brand leading towel range is Simplicity which was redesigned and the Freedom products extended, towards the end of last year. The major sector in the towel market is maxi towels, and Kimberly-Clark say their Night-time towels have been an "enormous success". Scott are in second position in the branded towel market, with the Libra Bodyform, Libra Pursepack and Pennywise ranges. Johnson & Johnson are not far behind with Vespre and Carefree, which dominate the slim towel and pant liner sectors.

Within the Dr Whites Shapes brand of "three dimensional" towels, Night Shapes are the only shaped night time towel, and account for 7 per cent of all towel sales in the pharmacy sector. And in the looped towels sector, which account for 12.6 per cent (volume) of towels sold through pharmacies, Dr Whites have the major brand share.

Chemists appear to have been losing out to grocers in both tampon and towels sector during the 1980s. But Smith & Nephew say that the pharmacy sector is a continually expanding market which will be aided by consumer purchasing trends. They say last year pharmacy outlets accounted for 17.5 per cent of sales, up by 8.4 per cent in real terms.

During 1990, Smith & Nephew estimate that total growth within the sanpro market will rise by nearly 7 per cent in value, and that pharmacy outlets will make a significant contribution to this.

Top selling sanpro brands

	% volume
Tampax	27.0
Lil-lets	14.4
Simplicity	8.1
Vespre	2.6
Carefree	3.9
Bodyform	3.9
Libra	4.4
Dr Whites	3.6
Contour	1.8
All others	30.3

Source: Tambrands (June 1989)



Tambrand's best selling Tampax range



Women prefer Vagisil to talcum powder, say Combe, who are offering free trial coupons

Advertising — TV or not TV?

Sanpro manufacturers have a choice: television advertising, which the Independent Broadcasting Authority cleared in 1988, or Press. Who's doing what?

Scott have been advertising the Libra Bodyform range of shaped towels on television since January 1989. "It's been very successful, and I feel we'll continue to use it," says David Macfarlane, group product manager.

He attributes the growth of the range, by some 15 per cent (volume) in 1989, to the use of this medium. "But there's a problem with television because the IBA restrictions. We cannot explain the unique shape, nor can we, for example, show the product, or say the words 'wet' or 'dry,'" says Mr Macfarlane.

Because of this the company will be using Press advertisements as a back up. "The split will be 33 per cent Press and 66 per cent TV, and we'll be upweighting the

spend from £1.2m last year to £1.8m this year," says David Macfarlane.

The next major burst of TV advertising starts in June on TV-am and all ITV regions (except Tyne Tees) until the end of August. Bodyform will also be advertised in *Bella*, *Take a Break*, *Woman's Own*, *New Woman*, *Cosmopolitan* and *Prima* during June, July and August.

Tambrands, too, have been on TV this year, in ten week bursts, with their Tambrands range. The "Diving" commercial outlines the key propositions of the range, say Tambrands. But use of 'juvenile and your adult' Press enables the company to address common problems such as using tampon for the first time; insertion of tampons; choosing the right tampon absorbency; and confidence building.

Press advertising, worth £1m, will reach 84 per cent of the target audience.

Comparatively, the TV advertisement will reach 73 per cent of the target audience.

Kimberly-Clark have been active on TV during all the IBA test periods. They are spending £2.5m advertising on TV and in magazines this year. This consists of a national campaign for 26 weeks in two phases, the first running till May and the second from September to mid-December. Smith & Nephew are spending around £2.5m advertising Lil-lets and Dr Whites via the Press only.



Sales of Bodyform shaped towels increased by 15 per cent in 1989 thanks to television

Feminine freshness: get off the shelf

Often merchandised with sanpro, products for "intimate" freshness tend not to be given a prime position on the shelf. With manufacturers' plans to increase consumer awareness of their products, now may be the time to give them more prominence...

"A new look for the 1990's" is how Crookes describe their Femfresh range which they have just repackaged. It is designed to reflect both the feminine and functional aspects of the brand and to improve its on-shelf presence in the sanpro fixture," says the company.

The pharmacy sector has produced a significant proportion of Femfresh sales over the last two decades, say Crookes, and continued support is planned. Special offer packs will be available in the Summer, and from June to September a programme of Press advertising will feature in major women's magazines. It will include advertorial promotions to highlight Femfresh's key benefits — "keeping cool and confident during the Summer months".

Vagisil feminine powder is being supported throughout the year with a Press advertising campaign in women's magazines, "reaching 75 per cent of

women at least ten times," says Combe. Selected advertisements will feature a free trial offer coupon, which gives the consumer an opportunity to try the product and receive a coupon worth 30p off their next purchase.

Combe feel that once women have tried Vagisil, they prefer to use it rather than talcum powder in the vaginal area. "The reasons for this are Vagisil's superior absorbency, its smooth, fine texture and light hypo-allergenic perfume," says the company. A survey they carried out showed that of 83 per cent of women who were using a talcum powder as part of their personal hygiene routine, 60 per cent were converted to regular users of Vagisil after trial.



Femfresh gets a new look for the '90s

Green sanpro: the way forward

Concerns about the environment led sanpro manufacturers to make changes to their products or their packaging.

Tambrands, for example, placed an "environment-friendly" logo on pack to explain that Tampax are biodegradable. "Tampax tampons have been 'environment-friendly' for over 50 years. Until now, we have never felt the need to highlight our position, but due to increasing concern we felt it was important to reassure our users," says marketing manager Jenny Booth.

Similarly other manufacturers have taken steps to ensure that consumers know that their products are made from 100 per cent non-chlorine bleached fluff pulp, and are therefore free from harmful dioxins.

The most recent launch on to the sanpro market is the Natracare range made by Bodywise (C&D, March 24, p434), who describe themselves as distributors of environment-friendly products.

The range consists of press-on towels in liner, regular and super, panty shields, and tampons in regular and super. Bodywise say they are made from non-chlorine bleached materials and are packaged in non-chlorine bleached, recycled card.

Two of these products are innovative, say Bodywise. The Natracare panty shield plastic free; the liner found in other panty shields has been replaced with an "extra absorbent" layer which performs in the same way.

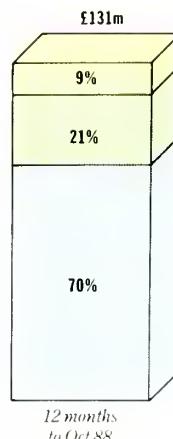
Natracare tampons, said to be the only 100 per cent cotton tampon, were developed in Scandinavia. The cotton fibres

are oxygen bleached, say Bodywise. And it has a low fibre-loss compared to existing rayon and cotton mix tampons, the company says.

"And to help our world a little more, each purchase contributes to a fund for nature which we have nominated to be The World Wide Fund for Nature," say Bodywise.

Consumers worried about tampon-related toxic shock syndrome (TSS) can be reassured: tampons are not the major cause. It was revealed in parliamentary written answers that in recent years there has been an average of one death per year from TSS associated with tampon use in the UK. The public health laboratory service intends to publish data on the incidence of TTS shortly, which will include data on tampon-related TSS.

TOTAL APD MARKET (£ SALES)



After CFCs

Almost everything on the market is "ozone-friendly" — CFC-free aerosols, pump sprays, roll-ons and solids/sticks. So what is the state of play in the antiperspirants and deodorants (APDs) market?

As propellants, CFCs have well and truly been discarded: some 90 per cent of aerosols are now CFC-free, says the British Aerosol Manufacturers' Association. It believes that the speed with which its members acted to eliminate the use of CFCs has stopped the aerosol falling out of favour.

"Between 1981-87, there was a 9 per cent average annual increase in aerosol use. For 1987-88 the increase was 1.6 per cent. This year we feel aerosol usage will be down, but only by a few per cent," says the Association's David Roberts.

Among the manufacturers the general view is that there is little or no change in the sector size; it remains the biggest, at around 70 per cent (manufacturers' estimates vary from 69.1 per cent to 80 per cent). But much of the trade reports an increase in the sale of their non-aerosol products, especially solids/sticks, although the figures tend not to reflect this yet.

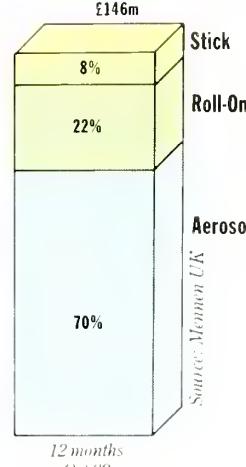
A market overview

Manufacturers' estimates for the size of the APD market vary from around £123m to £150m, and it is said to be growing at about 7 to 10 per cent year on year.

Consumers are gradually switching to roll-ons, sticks, creams and natural pump presentations, say Mennen: "The green issue is perceived by manufacturers as the greatest factor influencing the market as we enter the 1990s". And, indeed, most of the trade stress their continued attention to the environment.

Colgate-Palmolive say that the aerosol sector experienced a 2 per cent fall in volume as a result of the "ozone scare", but expect growth to continue because of the advantages associated with aerosols. The company reports a 7 per cent increase in the volume of sticks sold in 1989, and a 6 per cent increase in the roll-on sector; this is attributed to a "migration of consumers" from aerosols.

continued on p684



Brands most commonly used

Women	Men
Sure	Sure
Mum	Right Guard
Soft & Gentle	Lynx (Body Spray)
Body Mist	Insignia
Natrel Plus	Brut
Right Guard	Old Spice

Source: Personal Care Panel, Taylor Nelson Research

continued from p683

Gibbs say the aerosol sector with 69.1 per cent (value) of the market is only marginally down on the 1988 figure, and expect it to continue to fall slightly in the future with greatest market gain being made in the solid sector. This increased by 20 per cent (value) from 1988-89 reflecting, in particular, the high growth of the men's market. The "formerly reluctant users" are causing the market to grow twice as fast as the total market (14 per cent *vs* 7 per cent), say Gibbs.

Mennen report a "slow growth" in the stick sector, but say the potential for the UK market is demonstrated by the USA market where sticks account for 50 per cent of the APD market.

In the roll-on sector, three companies are vying for no.1. Bristol-Myers claim a "strong position" for Mum as no.1 roll-on in the APD market; Elida Gibbs claim equal brand leader for Sure; and Nicholas claim volume brand leader with Amplex. Nicholas say the sector is worth £26.7m, and is the second fastest growing sector after sticks. Total sale of roll-ons increased by 7 per cent, say Bristol-Myers.

In terms of APD packaging, manufacturers say that image-based product strategies dominate the market. Much of the activity in the market revolves around repackaging existing ranges. Mennen say packaging can extend the life cycle of a brand, change a brand's image and revitalise trade appeal. "Packaging/design is the key to impulse purchases, and packaging/graphics are the key to communicating a brand's message," says the company.

The trade tends to feel that independent chemists are not doing as well as they could. Carter-Wallace say the sector accounts for 8 per cent of total market sales by value compared to 9 per cent the previous year. Strong competition from multiple grocers, Boots and drugstores has adversely affected pharmacy business, says the company.

Beecham say that independent chemists have a 5.5 per cent share of the market, but have failed to take full advantage of the market growth.

Major brand shares within sector (YTD end 1989, figures £ value)

All APDs (%)	Aerosols (%)	Roll-ons (%)	Solids/sticks (%)
Sure	16.2	Sure	15.3
Right Guard	10.8	Right Guard	12.0
Natrel Plus	5.1	Natrel Plus	4.8
Body Mist/Check	5.5	Body Mist	7.3
Soft & Gentle	4.6	Soft & Gentle	5.6

Source: Elida Gibbs

Spraying into the 1990s?

Will it be sprays or sticks that lead the way in the 1990s antiperspirant and deodorant (APD) market? Tony Wardell, managing director of Aerosol International, looks at the trends

Improved performance, investment, new formulations and products developments are the hallmarks of the APD market as we go into the 1990s. This is because increased competition has created a need for both product innovation and marketing expertise to exploit and expand new market areas.

Men stick 'em up

Men's APDs are a new growth area in the personal hygiene sector with male usage accounting for 36 per cent of the total market in 1989. The fitness boom and emphasis on toiletries and cosmetics for the modern man has seen the market inundated with specially formulated and individually targeted products, both branded and own-label.

The aerosol APD still has a 63 per cent share of the UK. But a major factor in the increased popularity of personal hygiene products in the male market has been the availability of sticks. Trade estimates vary as to the type of APD used by men but it is generally agreed that sticks now account for about 10 per cent of the male personal hygiene market.

The trend towards younger, "lifestyle" products has been a catalyst in the development of the new dry, white stick APD market which has shown a 60 per cent UK growth over the past decade. Sticks command a higher retail price because they require more sophisticated production techniques — such as highly complex monitoring mechanisms to ensure product integrity — which call for substantial investment from manufacturers. Despite the price premium on sticks, they are holding their own in the mass market and own-label ranges where there has been rapid consumer acceptance despite a noticeable lack of promotional support.

Formulation changes

Across both the spray and stick markets, the trend is for improved product performance giving better value for money to the consumer. There is a gradual movement towards active ingredients in antiperspirant formulations to give increased efficacy, more protection and less wetness.

Traditional aerosol APDs require the active ingredient to be suspended as a powder within the formulation. This can cause problems with the suspended solids

having a "bounce-off" effect when sprayed on to the skin, particularly with non-CFC formulations. The result is a dusty spray which can make the APD unpleasant to use.

With the emulsion APD, a hydrocarbon formulation developed and launched by Aerosol International in 1988, the powder is dissolved in a liquid solution which, when used with a hydrocarbon propellant gives a fine, even spray — hard on perspiration but with a lower stain potential than some suspension formulations.

For stick formulations only, a mixture of aluminium and zirconium is often used to improve formulations and give extra effective protection. The mix is a more effective active than aluminium salt, giving increased efficacy and protection.

Update on packaging

The outward packaging of sticks and aerosol APDs has changed to reflect a more dynamic market. There has been a bout of product relaunches with new, on-pack graphics reflecting the fresh, bright, bold images that woo younger, style-conscious consumers and move away from the very strong family appeal once associated with the personal hygiene sector.

Even the product fragrances have changed with old favourites stepping down in favour of more sophisticated fragrances. Like the new on-pack graphics, these new fragrances demonstrate the trend for individual lifestyle marketing.

Aerosol APD containers are also moving with the times. A survey recently made public showed that consumers can find some stick packaging too wide. Many manufacturers have chosen the preferred, easier to use and more comfortable oval-shaped containers.

Strong emphasis is placed on marketing the benefits of all aerosol products to encourage brand loyalty and dispel any negative attitudes born out of the CFC issue. Aerosol APD manufacturers are now labelling their products "ozone-friendly" and there is talk among consumer associations and aerosol manufacturers of a standard industry labelling method to cut-down on consumer confusion.

Aerosols stay on top

The forecast for the personal hygiene sector looks good providing manufacturers continue to invest in innovative new product developments and the technology to produce them. There is strong evidence that the market listens and responds to its consumers' individually targeted products.

Sticks represent a major marketing opportunity for the personal hygiene sector in the long term with growth forecasted at 25 per cent over the next few years. But, the aerosol APD is still likely to remain the consumers' most preferred product in terms of convenience, cost and ease of use.

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Bodysprays: on the up and up

There has been much activity in the first quarter of 1990 in both male and female sectors of the bodysprays market. Elida Gibbs, brand leaders in both sectors, have added an extra variant to both ranges — Java (Lynx) and Fresco (Impulse) (C&D, March 31, p504).



Mysterious feelings have been added to Beecham's Sixth Sense

Lynx pioneered the male body spray market in 1985 and dominates the sector with 24 per cent sterling share. Elida Gibbs have introduced a new fragrance each year, "to keep the range at the forefront of fragrance trends". In terms of popularity, the five current variants are split as follows: Oriental 29 per cent, Marine 25 per cent, Musk 18 per cent, Spice 16 per cent and Amber 12 per cent. In tests, new Java matched the scores of Marine, say Elida Gibbs. To promote Lynx bodysprays in 1990 as part of a £2.9m brand advertising spend, there will be new 30-second and ten-second commercials on national television.

In keeping with consumer trends towards fragrance "wardrobes", many male toiletries ranges now include a bodyspray. Shulton's Insignia is one such range. It is marketed as an "all over body programme" and brand manager Robin Gofton believes that this approach has helped develop the men's toiletries market. "Insignia appeals to younger men, and has played a role in educating them," he says.

Mr Gofton believes that the number of men using APDs will increase, but slowly. He is more optimistic about bodysprays: "Body-sprays are a particular growth area, and will continue to grow," he predicts.

The female bodyspray market, created in 1979 with the launch of Impulse, will be worth £38.5m in 1990, say Elida Gibbs. Impulse is valued at £21m, 60 per cent of the market, and is said to be the number three brand in the £200m (1990 estimate) APD market (all figures RSP, Elida Gibbs).

The ten variants in the range have been repackaged giving a more natural and lighter appearance, influenced by data on consumer attitudes towards the 1990s, say Elida Gibbs. Fresco will meet the current

demand for lighter, fresher fragrance.

Advertising has been an important part of the company's support for the brand over the years. This year the advertising spend of £3m will consist of £2.25m on national television/cinema and £750,000 on Press/poster advertisements from mid-May.

The variety of bodysprays available in pharmacies include the number two in the market, Smith & Nephew's Limara with 8 per cent, Richard & Appleby's Gem, and the latest entrant to the market SmithKline Beecham's Sixth Sense. This was launched last July with four variants and a fifth — mysterious feelings — has just been

launched (C&D, March 24, p434) to be instored at the end of next month.

SB are targeting a specific part of the market — 13 to 19 year olds — with their "feelings" theme. Marketing manager Cathy Heseltine says: "These products fit in with their lifestyles, and as fragranced deodorant, are an introduction into the fragrance market."

SB say sales of the brand were 40 per cent ahead of budget in 1989, and it is forecast to become a £4m brand (8 per cent share) by the end of 1990. This will be aided by radio and teenage Press advertisements, with a total year spend of £800,000.

Back to nature?

The 1990s have been welcomed as the decade when we will all start to look after our environment and ourselves. This includes using natural ingredients in our toiletries.

APDs are criticised by some who say that the active ingredients in them, in particular aluminium salts, are harmful to the body. One reason given is that they block the skin's pores, preventing it from effectively getting rid of chemical impurities.

Environmentalist Dr Peter Mansfield, author of Chemical Children, was reported in the London *Evening Standard* in February as saying that even the most offensive body odour is caused by the metabolism of meat and dairy products. He believes that the way to banish BO is to improve diet, with the emphasis on fresh, natural, unprocessed foods. And instead of commercial APDs he suggests dabbing armpits with cotton wool dampened with cider vinegar or baking soda.

The use of sodium bicarbonate as a deodorant has been known for many years. It absorbs underarm odours, largely caused by volatile acidic compounds, to form

odourless salts. However, it may be hard to convince the vast majority of the adult population who regularly buy APDs and eat meat, to change the habit of a lifetime!

Those who are worried can be advised to switch from antiperspirants, the products which inhibit sweat glands by forming a plug, to deodorants, which simply impede bacterial growth or absorb body odour.

Many commercial deodorants contain chemical compounds, but others have been formulated using more natural ingredients. One such product which describes itself as "a deodorant free of aluminium and harsh chemicals", and sports an "aluminium free" logo, is Trust.

It is a "great success" in Switzerland, Australia, Germany, Israel, and the USA, say Dovedale who launched the product in the UK last April. Listed ingredients are arnica oil, vitamin E, ascorbyl palmitate, potato starch, calendula oil, zinc oxide, petroleum jelly, talc, citric acid, and natural fragrance.

Arnica and calendula are said to be soothing, healing and anti-bacterial. Since perspiration has an odour after bacterial degradation, Trust prevent this. The user is kept fresh and odour-free until the bacteria regenerate. This may be as long as 15 days, say Dovedale.

Our habits

The use of APDs is growing. Year on year total use increased 5.6 per cent through the Summer of 1989, with the growth more apparent among men (9 per cent) than women (3 per cent). The increase is not due entirely to the hot weather; the underlying trend over the last two years has also been up.

The market is almost certain to continue to grow, because usage is heavier among the young than the old. Well over 80 per cent of under 35s use APDs, compared to 70 per cent of 45-64 year olds, and they use more frequently.

Younger consumers, and men of all ages prefer aerosols to other formats. But among women penetration of roll-ons is higher, although aerosols are used more frequently.

Women are heavier users than men, but men are catching up. While 85 per cent of all women aged 11-64 use APDs in a fortnight, 73 per cent of men do so.

Environmental concerns have influenced female behaviour far more than male, with a clear switch among women away from aerosols towards roll-ons, sticks and pump sprays.

Source: Personal Care Panel, Taylor Nelson Research



Mum's new look and pump action spray

Manufacturers news

Softer & Gentler

Polygate-Palmolive have relaunched their Soft & Gentle range of anti-perspirants (C&D, March 31, p492). A £3m national advertising campaign is planned to coincide with the seasonal APD sales peak this summer. And promotional packs are available till the end of May: a "25ml extra free" pack and a multi-variant rainbow case, offering 12 packs for the price of 11.

Natrel Plus growing

Gillette say Right Guard now has 13.2 per cent of the market. Natrel Plus accounts for 6 per cent of the market two years after launch. The company aims to add around 2 per cent by the end of 1990.

They have just added another variant, Vision (C&D, March 10, p356) aimed specifically at "discerning, self-purchasing women". "While our three other variants are designed to appeal to both men and women, eight out of ten purchases are made by women," say Gillette.

They are "attacking the market" this year, investing £4m on the brand, including a 2.9m network TV advertising campaign featuring their new commercial (C&D, March 3, p330-331). An improved product formulation is due in early Summer, say Gillette.

Roll on, Mum

Im Quick Dry roll-on is showing significant increase in sales since its launch in July 1989 say Bristol Myers, who claim to be No 1 in the roll-on sector. In the six months since its launch, Soft Touch has become Mum's second best-selling variant and is fast becoming its most popular roll-on, say Bristol-Myers. They also say that in the pump action

sector, Mum sells 8-10 times more than competitor brands and enjoying almost 80 per cent of the total market share. And Mum solids sales grew by 60 per cent volume in 1989, making it the fastest growing solid brand, says the company.

Cussons improve

Cussons' Imperial Leather aerosol and roll-on APDS have over 3 per cent share of their respective sectors and are growing steadily, says the company.

From April, packaging and formulation improvements have been added. A consistent new look across all products is complemented by technology developments that give Imperial Leather APDs increased active ingredient, the company says. And a major support package is planned for later in the year, say Cussons.

Amplex's image

Nicholas say Amplex is the volume brand leader in the roll-on sector, and they expect to build on this position in 1990.

Nicholas plan to exploit the Amplex brand image of total freshness, "an attractive consumer proposition which has not been tapped to its full potential". They will increase its presence in the market through major changes and additions to the range early next month.

A Sure leader

Sure is the brand leader within the APD market, in the aerosol sector, solid/stick sector, and equal first in the roll-on sector, say Elida Gibbs. They relaunched the Sure range last June with a second male variant, For Men Active, and in 1990 will back Sure with £2.9m, including television and Press advertising. The first burst features the Sure For Men "Shaft" commercial on TV and at selected cinemas this month.

Women's favourite?

Beecham claim brand leader position in the female sector for Body Mist, number three in the total market, and 6 per cent share of

the pharmacy sector, following the range's relaunch last year. Body Mist will be advertised over Summer with a £1.7m television spend, say Beecham.

And for men, Body Check is relaunched with a new variant (see Counterpoints).

Arrid changes

New look packs of Arrid cream have been flashed dermatologist tested and Arrid Solid reformulated since March. Arrid solid packs are marked with a cap flash "new non-whitening, clean formula".

Recognising the trend for specific men's products, all advertising expenditure (£500,000) will go behind Arrid for Men. The "Superman" commercial will be on-air nationally during May and June.



Ladies with perspiration problems get their own Mitchum

Mitchum for ladies

Revlon have launched lady Mitchum anti-perspirant roll-on (C&D, April 7, p552) to accompany their original Mitchum male variant. It will be available from June.

Lady Mitchum has been developed for women who suffer from perspiration problems. It has been dermatologist tested and will last for up to 48 hours. The two variants come in pale green bottles with pink graphics (powder fresh) and light blue graphics (unperfumed).

The launch will be supported with an advertising and promotional spend of £500,000, new merchandising material, product sampling and other related promotions.

Mennen repack and extend

Mennen rationalised their range of Speed Stick and Lady Speed Stick with revised pack design, and are adding Lady Speed Spray on June 1, amid Press advertising (C&D, March 3, p316). The company is looking to capture 30 per cent of the stick sector in 1990.



A £7m television advertising campaign will support Body Mist over the Summer

The Natural Leader in Herbal Baby Drinks.

No. 1 Brand in Herbal Baby Drinks.

The market for herbal baby drinks is growing rapidly. As the established manufacturer in this field, Milupa are No. 1 in the market and the No. 1 Baby Drink brand overall in chemists when sales are converted into made up 100ml servings.*

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There is Fennel, Camomile, Herbal Blend and Hibiscus & Rosehip. Soothing and thirst quenching, Milupa Herbal Baby Drinks contain only natural ingredients. They are simply a blend of dextrose (glucose) and natural herbal extracts. They contain no artificial colourings, flavourings or preservatives. What is more, they are lower in sugar than most other baby drinks.

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As a result of consumer loyalty and rapid growth, Milupa sales now account for almost one quarter of all baby drinks sales in the chemist.* And with constant advertising, sampling and promotions our sales can only increase. So make sure you stock Milupa Herbal Baby Drinks, the natural way to watch your sales grow.

milupa

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*Independent Research Data 1989

Higher ADR risk

A Swedish survey of over 500 case reports of adverse reactions to carbamazepine has identified two groups of patients at particular risk — the elderly and people with a history of alcohol abuse.

The total incidence of adverse reactions to carbamazepine since 1972 was 4.5 per million defined daily doses (1,000 mg/day) or 2.7 per million prescribed daily doses. Forty-eight per cent of reactions affected the skin, predominantly involving rash although a quarter were severe skin reactions, including Stevens-Johnson syndrome, a mucocutaneous syndrome and erythema multiforme.

Twelve per cent of cases involved the haematological system, with reactions including agranulocytosis, leucopenia and thrombocytopenia. Adverse hepatic reactions, which accounted for 10 per cent of reports, were predominantly abnormal liver function tests.

One in ten of the reactions reported involved more than one of these organ systems. Most of the cases involving the skin and liver, and 60 per cent of haematological reactions occurred within two months of beginning treatment.

The elderly were more susceptible than younger patients to adverse reactions overall and to adverse haematological and hepatic effects in particular. By contrast, patients who abused alcohol were at greater risk of reactions affecting the skin, particularly after repeated courses of treatment.

The pattern of adverse reactions to carbamazepine was comparable with that associated with phenytoin. There is, however, doubt over the accuracy of the estimates of incidence which, as in this case, are based on spontaneous reports. In Sweden as few as 13 per cent of all reactions, and only 20 and 40 per cent of life-threatening reactions, are reported to the regulatory authorities.

Acta Neurologica Scandinavica 1990; **81**:131-40

Compliance linked to asthma morbidity

Failure to use inhaler devices correctly is often cited as the reason for poor control of asthma symptoms. Now, the importance of good compliance has been emphasised by a prospective study of 160 patients treated with inhaled salbutamol and beclomethasone. Compliance was checked by comparing urinary salbutamol excretion in 30 patients in whom pulmonary function improved significantly

with others whose symptom control remained poor.

As the prescribed dose of salbutamol was gradually increased to a maximum of 2,000mcg four times a day, there was a corresponding rise in urinary excretion of salbutamol in the patients who responded well but not in poorly responding patients. After nine months, seven of the 30 unresponsive patients had urinary concentrations of salbutamol that were consistent with compliance but the levels remained significantly lower in the remaining patients.

The study did not investigate the reasons for this lack of compliance but, if there is little motivation to use bronchodilators which provide immediate relief of symptoms, what are the prospects for compliance when this is combined with corticosteroid therapy?

Respiratory Medicine 1990; **84**:67-70



SAARD efficacy studied

When rheumatoid arthritis is not controlled by non-steroidal anti-inflammatory drugs (NSAIDs) alone, slow-acting anti-rheumatic drugs (SAARDs) are used to produce long-term suppression of the disease. These are divided into two groups according to their toxicity. Initial therapy may begin with hydroxychloroquine or sulphasalazine; if this is ineffective methotrexate, gold or penicillamine may be substituted.

The selection of first-line treatment with SAARDs has largely been empirical, although the evidence tends to favour sulphasalazine as initially the more effective agent. Now, a three-year follow-up of 49 patients has shown that the early advantage of sulphasalazine over hydroxychloroquine is sustained.

This double-blind trial had initially lasted for 12 months and showed that sulphasalazine was superior to hydroxychloroquine in

slowing radiographic progression of the disease. At the conclusion of the trial, the patients again received treatment prescribed by their own physicians and many were switched to other SAARDs or corticosteroids. This was due to lack of efficacy in 17 patients treated with hydroxychloroquine compared with nine given sulphasalazine. In addition, four patients treated with sulphasalazine were in remission.

When they were reviewed two years later, the difference in disease progression between patients initially given hydroxychloroquine and those given sulphasalazine was still apparent. However, the number of new joint erosions and the change in symptoms overall during this period were similar.

These data emphasise the need for the early therapy of rheumatoid arthritis to be optimal.

Lancet 1990; **355**:539



When patients and doctors disagree

Patients do not always agree with pharmacists and doctors about the benefit/risk ratio of drugs. This has been confirmed by a survey of over 400 outpatients who were asked to record the efficacy and severity of adverse effects of four NSAIDs each given for three weeks.

Patients with ankylosing spondylitis perceived greatest benefit from these drugs in relation to their risk: they scored the drugs highest on efficacy and lowest on adverse effects, giving a benefit/risk ratio of 3.0. By contrast people with polyarthralgia and non-specific back pain rated efficacy lowest and toxicity worst and scored a benefit/risk ratio of 1.0. Patients with osteoarthritis, for whom treatment with NSAIDs is often considered inappropriate, perceived as much benefit from treatment as did patients with rheumatoid arthritis. Overall, the patients found adverse effects on the central nervous system more troublesome than those affecting the gastro-intestinal tract.

A short-term small-scale study of this kind is unlikely to detect more severe adverse reactions of NSAIDs but it offers an indication that the acceptability of treatment of patients does not necessarily match the perceptions of the professionals.

British Journal of Rheumatology 1990; Spring Meeting, Newcastle: 7 (abstract)

New life from Levodopa SR

Slow-release formulations are one means by which drugs with expired patents can be given a new lease of life, even though the new formulation has no therapeutic rationale. An exception is slow-release levodopa, which has recently been shown to improve the control of fluctuating symptoms in some patients with Parkinson's disease.

Although levodopa is the drug of choice for Parkinson's disease, half of patients will experience debilitating fluctuations in symptom control after five years' treatment. The mechanism of these "on-off" phenomena are poorly understood, although recent evidence suggests that disturbances of gastric emptying may be important. A stable blood level of levodopa reduces the severity of these fluctuations and this can be achieved using slow-release levodopa.

Sixty-one patients with symptom fluctuations related to the administration of levodopa were switched from the conventional to the slow-release formulations, taking into account its relative bioavailability of 60 per cent. Other drugs, such as dopamine agonists, were maintained at a constant dose and most patients also required supplementation with conventional levodopa.

Ten patients withdrew because of lack of efficacy, a problem attributed to difficulties in titrating the new dose of levodopa; a further four withdrew due to adverse effects or illness. Of the 47 patients remaining, symptom diaries were available for only 37. Twenty-five patients experienced an increase in "on" time but this was decreased in 12 patients. Similarly, "off" time was reduced in 19 patients, unchanged in 11 and increased in seven. The quality of sleep improved slightly and a greater proportion of waking time was spent "on" with the slow-release formulation.

The number of reports of adverse effects on the gastrointestinal tract and central nervous system, including constipation, vomiting and abnormal taste or vision, increased from six to 11 after substitution with the new formulation. Dyskinesia, although poorly assessed, appeared to be less common.

These results reflect the variability of symptoms and the need to adjust levodopa therapy carefully in long-term disease.

Journal of Neurology, Neurosurgery and Psychiatry 1990; 53:220-3

Babies exposed to nicotine

Nicotine is concentrated three-fold in the breast milk of women who smoke during lactation, according to a study in 22 women with three-day old children. However, because nicotine has a half-life of approximately two hours, samples of breast milk taken 12 hours after the last cigarette contain only one-tenth of the amount of nicotine which is present in milk immediately after smoking at least one cigarette.

The amount of nicotine ingested daily by an infant fed by a mother who smokes is

approximately 6 mcg/kg, compared with a dose of 20 mcg/kg in an adult after smoking one cigarette. This dose is a continuation of exposure which occurs during pregnancy — in this study, for example, the concentration of the nicotine metabolite cotinine in the infants' urine was correlated with the number of cigarettes smoked per day by the mother. The effects on health of such early exposure to nicotine are unknown.

Acta Paediatrica Scandinavica 1990; 79:142-7

Novel approach in RA

Rheumatoid arthritis is a multifactorial disease which may therefore respond to a novel approach to therapy. Two recent studies suggest that antihistamines and tetracyclines may be useful for selected patients.

A double-blind, placebo-controlled trial of the long-acting antihistamine astemizole found no significant effect overall on pain, morning stiffness and grip strength over three months in 60 patients with rheumatoid arthritis. Normal anti-inflammatory treatment, but not corticosteroid therapy, had been permitted. There was, however, a group of six patients who responded well to astemizole, but relapsed when it was withdrawn. The response was sufficient to justify continuing treatment after the trial had ended.

The mechanism of action of astemizole in rheumatoid arthritis is uncertain, although histamine-releasing mast cells occur in large numbers in the inflamed synovium. There may be a subgroup of patients with rheumatoid arthritis in whom this process is particularly significant.

Animal and *in vitro* studies have shown that tetracyclines possess anti-inflammatory and anti-arthritis activity. Tetracycline inhibits collagenase, the enzyme which breaks down collagen in bone. Minocycline may also enhance the production of factors which suppress T-cell activity. The results of early clinical trials of tetracyclines in rheumatoid arthritis were discouraging, possibly due to inadequate dosage and assessment. Now, the effects of minocycline have been assessed in an uncontrolled trial in ten patients.

Most patients were receiving treatment with a NSAID and had been treated with, or were still receiving, a SAARD. The duration of symptoms ranged between three and 30 years. The

dose of minocycline was adjusted from 200mg once daily to a maximum of 400mg daily, although this was limited in five cases by dizziness, nausea and vertigo; these necessitated withdrawal of treatment in one patient. However, there was no difference in symptomatic response between the doses used. All patients showed evidence of improvement after four weeks' treatment, with significant reduction in morning stiffness, the number of swollen joints and grip strength after four months. No rebound phenomena were apparent when minocycline was discontinued. The authors concluded that these data justify a double-blind placebo-controlled trial of minocycline in rheumatoid arthritis.

British Journal of Rheumatology 1990; Spring Meeting, Newcastle: 9 (abstract)

Journal of Rheumatology 1990; 17:43-6

Effect of drugs on nasal mucus viscosity

The viscosity and elasticity of nasal mucus plays an important role in chronic respiratory tract infections such as sinusitis, in which a thick mucus may impair mucociliary clearance. Little is known about the effect of drugs on mucus but a Japanese study has now compared the effects of norfloxacin with those of three "mucokinetic" agents, including carboxymethylcysteine.

Fifty-one patients with chronic sinusitis randomly received one of the agents by mouth for up to four weeks, after which the viscosity and elasticity of morning samples of mucus were measured by magnetic rheometer. Norfloxacin significantly reduced elasticity but not viscosity whereas carboxymethylcysteine had no effect on either parameter. However, another cysteine compound, L-cysteine ethyl ester hydrochloride, reduced both parameters.

The ratio of viscosity to the elasticity of mucus is important for optimal clearance. Norfloxacin reduced this ratio, probably secondary to a reduction of inflammation and epithelial permeability. The removal of mucus is likely to improve subjective symptoms and reduce the likelihood of recurrence.

American Journal of Respiratory Disease 1990; 141:79-83

Poisoned by podophyllin in wart paint

Podophyllin paint is sold in small quantities for treating warts. A recent report of near-fatal poisoning after accidental ingestion of only 20ml demonstrates that even small amounts can be dangerous.

Mistakenly swallowing podophyllin instead of cough mixture, a 49 year-old man developed vomiting, diarrhoea and abdominal pain within two hours, followed by tachycardia and high blood pressure.

After receiving symptomatic treatment for three days, he went on to develop thrombocytopenia, hyponatraemia and renal impairment. By the next day he also had granulocytopenia.

Liver function tests became

abnormal and clotting was impaired; urine output fell and he developed acute gastric dilatation. However, with barrier nursing and intravenous infusion, the symptoms resolved spontaneously over the next two weeks.

The fatal dose of podophyllin is reportedly as low as 325mg; 20ml of 15 per cent podophyllin paint contains 3g resin, almost ten times that amount.

Human and Experimental Toxicology 1990; 9:55-6

Research Digest is a regular series written by drug information specialist Steve Chaplin MPS, looking at current developments in medicine.

Q&A

The doctor has written this prescription generically for a branded product. The Pharmaceutical Services Negotiating Committee explains why a pharmacist cannot dispense it and what must be done so that it can be dispensed

QUESTIONS

1 The only preparation available in this form is Solpadeine tablets. Can the pharmacist dispense Solpadeine tablets against this prescription?

2 Each ingredient on the prescription does have an approved name and none of the ingredients are included in the blacklist. Would the prescription

be allowed under these circumstances?

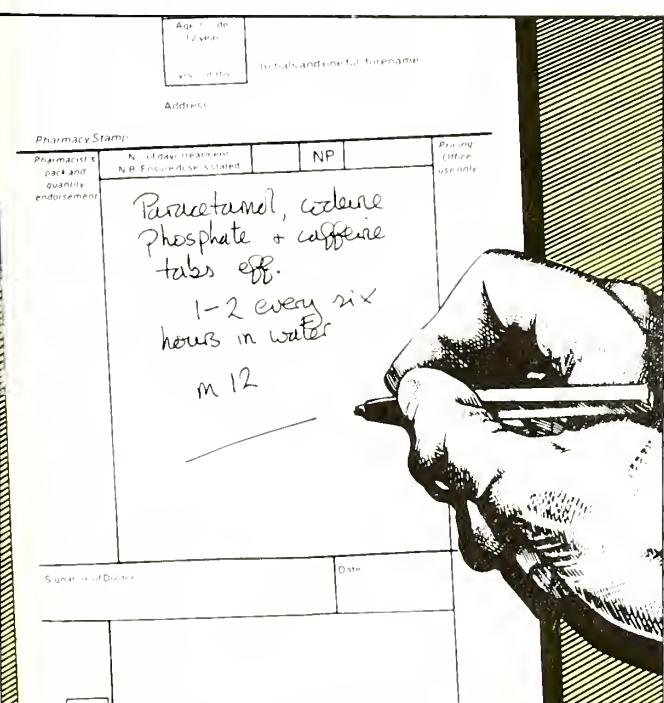
3 The doctor has decided that the patient may have paracetamol and codeine dispersible tablets as a suitable alternative. Can the pharmacist alter the prescription and dispense it?

ANSWERS

1 No. Solpadeine tablets are included in the blacklist. Although it has been prescribed generically, the generic name is not an approved name therefore Solpadeine tablets cannot be dispensed.

2 No. Although each ingredient has an approved name, the whole combination of ingredients does not. Therefore the prescription is not allowed written in the generic form.

3 No. The prescription would have to be referred back to the doctor for the necessary alteration.



National DUMP campaign means economy of effort

At present, on the praiseworthy initiative of Barking and Dagenham local Council a DUMP campaign is running in part of my LPC area.

The geographical limits are small, and the organisational input, efforts, publicity costs, collection receptacle costs and transport and disposal costs are, in consequence, relatively very high indeed.

I am convinced that a *national* campaign would be far more effective and economical than a plethora of unconnected local campaigns can ever be.

I feel, therefore, that the Royal Pharmaceutical Society, as the parent body, should take the initiative, select a suitable date, circulate the campaign instructions (as they already exist) and generally orchestrate the campaign.

Receptacles, leaflets, posters and a national public relations campaign should also be organised centrally. The sheer scale of these orders would drastically reduce the costs which, I am sure, could be covered by commercial

sponsorship.

Just imagine the media cover we would obtain! Our PR reps would be popping up on radio and television channels nationwide, and the national and local Press would "go to town" on it.

Any local Pharmaceutical Society branch, NPA branch, or local pharmaceutical committee could add any frills and furbelows it wished to the campaign and I am sure that the cooperation and assistance of borough and county authorities, which has always been excellent in my experience, would be that much more enthusiastic were the campaign to be nationwide.

All those who have run local campaigns will tell you of the many people who just do not "catch on" to small scale efforts, simply because of the patchy advertising coverage. It is so wasteful trying to generate local interest in projects not sufficiently dramatic in media terms to make headlines.

R.G. Worby
Buckhurst Hill, Essex

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BUSINESS NEWS

Kendall split operations

The Kendall Company (UK) Ltd have established two separate operating divisions to manufacture and market their hospital and community care products.

The two new divisions will operate as Kendall Healthcare and Kendall Laboratories. Richard Shirley, who last month moved up from financial director to UK general manager says: "The two divisions will operate quite separately with their own management structure and their own sales force."

Chris Johnson, currently marketing director for the whole company, will also act as marketing director for the new healthcare division; Lloyd Davies becomes divisional manager of the new laboratories division and remains on the board as director of scientific and regulatory affairs.

Glaxo unit

Glaxo plan to open a unit for testing new medical compounds at Northwick Park Hospital. The unit will have 12 beds and associated offices and will be under the charge of Dr David Eckland, currently lecturer in medicine at the Charing Cross and Westminster medical school.

At present Glaxo carry out volunteer studies at their own premises; they have eight beds at their Greenford headquarters and six at Ware. The new unit is intended to extend the company's resources in this area.

The main advantages of Northwick Park are the availability of back-up services and the opportunity of close liaison with scientific, academic and medical staff. Glaxo plan to open their new unit later this year.

Pharmaceuticals International (UK) Ltd say they are continuing to provide their normal service, using their own licences, as their business is not dependent upon API licences which for the time being are not being used by the company.

Unichem distributes conversion documents

The documents for the conversion of Unichem into a public company have been mailed out to members. "This conversion affects more than half the independent pharmacies in the UK," says Unichem's chief executive Peter Dodd, "and I believe these are the most important documents that they have ever received."

Mr Dodd and his board are determined that as many Unichem members as possible take part in the decision, and they are urging pharmacists to respond as early as possible.

The documents members will be receiving over the next few days are:

- The conversion and share offer document
- A pink application form for shares in Unichem plc
- A blue application form for additional ordinary shares
- A green form for the appointment of proxies or deputies for the annual meeting
- A yellow form for the appointment of proxies or deputies for the special meeting
- A covering letter from Unichem chief executive Peter Dodd

The timetable of events is:

May 18 The green proxy form must be received by Unichem. The Unichem board would like all members to complete and return these, even if they plan to attend the annual meeting.

May 20 Annual meeting at Thorpe Park.

June 6 The yellow proxy form must be received by Unichem. The board would like all members to

complete and return these.

June 8 Special meeting.

June 25 The pink form for conversion shares must be received by Unichem. If conversion goes through the industrial and provident society shares are not automatically converted to shares in the public company; Unichem members must apply for these. This also is the final date for the return of the blue form by members who want to take up the offer shares; this must be accompanied by a cheque for the correct sum.

Unichem members who have filled in the proxy forms will still be able to attend and vote at the meetings, but returning these forms provides a safeguard should they be unable to do so.

The conversion vote at the annual meeting needs 75 per cent in favour to go through. Mr Dodd emphasises that if members vote for conversion but fail to apply for shares in the public company they will be stuck with shares in the industrial and provident society; these could then only be redeemed at their face value of £1.

The most recently published figures for the value of Unichem plc, should the members vote for conversion, suggest their shares could be worth up to £22 each. "You will suffer a substantial disadvantage if you do not convert industrial and provident society shares into plc shares," says Mr Dodd.

Mr Dodd and the Unichem board are unanimously recommending conversion.

Business values rise

Independent retail business values are growing again, according to business transfer agents Everett Masson Furby. The company's quarterly review of average prices shows that leasehold values are outstripping freehold, and are growing at the

rate of 6.45 per cent a year compared with only a 2.9 per cent rise in freehold values.

The relatively high rate of growth in leasehold prices during the first quarter of 1990 reflects continuing high interest rates, say EMF.

Interest rate rise hits RPI

The Central Statistical Office's latest figures for the retail price index show an increase of 1 per cent between February and March, while the Confederation of British Industry's distributive trades survey shows retail sales easing back.

The RPI now stands at 121.4 against 100 in January 1987, and has increased largely because of the latest rise in mortgage interest rates. However, there were also price increases for food, alcoholic drinks, household goods, clothing, footwear and motor vehicles.

The CBI's survey shows the balance of respondents indicating higher sales than a year ago falling from +30 per cent in February to +18 per cent in March. However, for April a balance of +42 per cent are anticipating increased sales compared to a year ago.

Nigel Whittaker, chairman of the CBI's distributive trades panel commented: "The survey shows retail sales easing back further in March while the run-down in stocks expected last month failed to materialise. This suggests that any recovery in High Street trade since the end of last year may be starting to run out of steam." Nevertheless, the report says chemists were among those reporting the best sales increases in March.

Fraud blitz

A campaign to reduce credit card fraud, currently running around £23m a year, has been launched by the Association for Payment Clearing Services.

Direct Mail advertising will be targeted at point of sale staff and managers. The campaign begins in mid-April.

The main focus of the campaign will be a "spot the difference" quiz; this will appear both as a staff information poster and a trade press advertisement.

APACS statistics show a £1m increase in fraud from cheque cards last year.

Smithkline Beecham sell cosmetics business

Smithkline Beecham have sold their UK based Yardley/Lenthéric cosmetics business in a paper and cash deal worth £110m.

The purchasers are the holding company Old Bond Street of the USA who have bought the business with funds under the management of Wasserstein Perella Management Partners Inc. Yardley/Lenthéric will continue to be managed by the existing management team.

SB are retaining 10 per cent of the equity while WPMP will own 88.5 per cent. The remaining 1.5 per cent will be owned by the senior management of Yardley/Lenthéric, who also have the option to acquire a further 4.5 per cent from WPMP.

The deal leaves SB with the Yardley/Lenthéric business in South Africa, "a small production and distribution operation" according to a Smithkline Beecham spokesman, and the Astor/Lancaster businesses which operate principally in continental Europe. They represent around 70 per cent of the division's sales.

Simple arithmetic suggests if SB sells its remaining cosmetics businesses for a similar price they will have realised some £400m.

However, a spokesman for Smithkline Beecham was wary of such calculations, arguing that on the continent cosmetics business had more prestige and may command a higher price.

Under the terms of the agreement Smithkline Beecham will get a cash payment of £70m plus £40m in subordinated loan notes.

The loan notes bear interest at the fixed rate of 9 per cent per annum, and for the first three years this will be accrued and added to the principle; the notes themselves are not redeemable until 1998.

Smithkline Beecham say they are selling their cosmetics businesses to "tighten our healthcare operation and pay company debt."

■ The company has made a

further £32m by the disposal of 32 speciality OTC brands in the USA. The purchasers were a group of investors including former members of the company's management.

■ Smithkline Beecham consumer brands have signed an agreement with British Satellite Broadcasting. In return for an undisclosed investment BSB are giving SB discounts on their advertising spots. The division already has charter advertiser status with Sky Television. £4m over three years entitles the company to benefits including first choice on sponsorship.

■ SB are reorganising some of their finances through two separate initiatives. The first step is to raise between \$500m and \$1,000m in the USA through the issue of auction rate preference shares, which will allow them to pay off some outstanding debt. The second change is subject to the success of the first and is the intention to redeem the outstanding £618m of loan stock issued at the time of merger.

The issue of auction rate shares is a device to take advantage of American tax regulations, and if successful will provide SB with a cheap injection of capital without diluting future earnings.

Holders of the loan stock are to be offered the choice of cash or a new stock. The redemption is scheduled to take place on June 1.

Boots are testing in-store television in two of their larger shops, at Bury St Edmunds and Peterborough. The programme provides information about Boots' products.

BDC the electrical distributors have opened a new 26,000 sq ft warehouse in Bristol for their independents division. The company has been able to increase its range of stock with this new facility, and there is space for 60 cars. Bridisco House, Hatchet Way, Bedminster, Bristol. Tel: 0272 231171.



Mrs Pamela Watson, group product manager for E45 at Crookes Healthcare Ltd, is pictured presenting a cheque for £10,000 to Edmund Mooney, president of the National Eczema Society, and Vanessa Davis, the Society's chairman. The money will be used to produce the society's quarterly journal Exchange, and to support their new advertising campaign

COMING EVENTS

CPP annual address

The College of Pharmacy Practice's Annual Address will be held in the Assembly Hall at the Royal Pharmaceutical Society's headquarters on May 22 at 6.30pm.

Sir Michael Drury, professor of general practice at the University of Birmingham Medical School will present the address entitled "Prescriptions, patients and pharmacists".

Pharmacists should contact Rosemary Mitchell or Alison Oliver at the College of Pharmacy Practice, on 071 735 0418.

PSNI lecture

A lecture on "Law and ethics in professional practice" for pre-registration students, will be held at Malone House, Barnett's Park, Upper Malone, Belfast on April 27. Lecturers will be Mr Ivan McFarland, pharmacy inspector, DHSS, and Mrs Muriel Singleton, lecturer at Queen's School of Pharmacy.

Sunday, April 22

Young Pharmacists' Group, Marland House, 50 Richmond Street, University of Strathclyde, at 10.30am-3.30pm. Southern Regional Meeting. Contact Ian Miller on 031 665 2061 or 031 552 2228.

Monday, April 23

Hull Pharmacists' Association, Postgraduate centre, Hull Royal Infirmary, Anlaby Road, at 7.30pm. "Vitamins: a fishy story?"

Mid Glamorgan Branch, RPSGB. The Globe Hotel, Pontypridd, at 8pm. "Ostomy products and their use by the patient", by Mrs M. Goodwin.

Tuesday, April 24

Barnet Branch, RPSGB. Postgraduate centre, Barnet General Hospital, at 7.30pm. Annual meeting, followed by a talk: "Medicine in the 19th Century", by Mr Colin Reid.

Bath Branch, RPSGB. Pharmacy common room, 5 West, School of Pharmacy & Pharmacology, at 7.30pm. "UK transplant service, co-ordinating donor organs and recipients" by Mr M. Wrigglesford. **Pharmaceutical Marketing Society**, Great Fosters Country Hotel. Annual meeting in The Painted Hall, at 11.30. Annual Southern Luncheon in the Tithe Barn at 1pm.

Wednesday, April 25

Cardiff Branch, RPSGB. National Sports Centre for Wales, Sophia Gardens, at 7.30pm. Annual meeting. **Croydon Branch, RPSGB**. The Medical Centre, Mayday Hospital, at 8pm. Annual meeting, followed by a discussion on the motions for the Branch Representatives' Meeting.

Northumbrian Branch, RPSGB. Imperial Hotel, Newcastle-upon-Tyne, at 7.30pm. Annual meeting, followed by a talk on: "1992 and its implications in pharmacy."

Thursday, April 26

Blackpool Branch, RPSGB. The Claremont Hotel, North Promenade, at 8pm.

Bristol Branch, RPSGB. Postgraduate centre, Frenchay Hospital at 7.30pm. Annual meeting. **Stirling Branch, RPSGB**. Terraces Hotel, at 8pm. Annual meeting and a talk on "Homoeopathy".

Wirral Branch, RPSGB. Postgraduate centre, Clatterbridge Hospital, at 8.30pm. Annual meeting. **Bradford Branch, RPSGB**. The Victoria Hotel, Bridge Street, at 8pm.

Friday, April 27

Isle of Wight Branch, RPSGB. A la Carte, High Street, Brading. Annual Dinner.

Advance information

The Proprietary Articles Trade Association's 94th annual meeting will be held on May 24 at The Mariborough Hotel (Room Blenheim 2), Bloomsbury Street, London, at 2pm.

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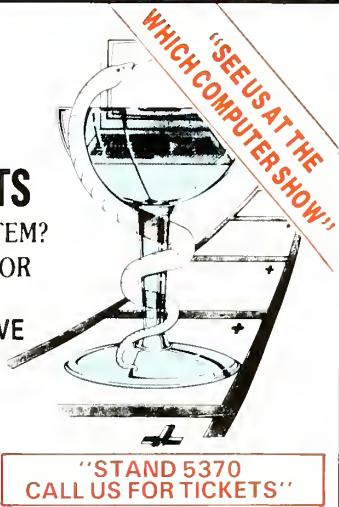
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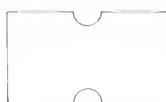
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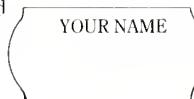
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ABOUT PEOPLE

Marketing award for Seven Seas

Seven Seas Healthcare were winners in the Chartered Institute of Marketing's national marketing awards, held on Wednesday. It is



Seven Seas marketing director Tom Hardman, who collected the award on Wednesday on behalf of the company

the first time that a healthcare company has won in the event's history.

The company received the award for the marketing strategy which has propelled it from a producer of edible oils to a market leader in the UK's £140m vitamin and mineral supplement market in five years. A combination of television and press advertising, public relations, point-of-sale and other promotional activities has led Seven Seas to more than double its market share, from 7 per cent in 1985 to 16 per cent in 1989.

The dietary supplement business, which last year grew by 28 per cent, has recently been reported to be the highest growth performer across 56 different audited consumer goods markets.

Tom Hardman, Seven Seas' UK marketing director, attributes the company's success to "bold strategies, sheer hard work and the skilful deployment of a substantial investment across all elements of the marketing mix."



Bill Hamilton (left), national sales manager for Creighton's Naturally presents pharmacist Mike Wood, the winning retailer of their Global Challenge competition, with his prize: a trip for two to Florida in the USA next week



Pharmacy assistant Gillian Labio (second left), has completed the NPA's staff training course and wins the Merrell Down prize for the best course work in December. Pictured at the presentation are pharmacist, Rosemary Lunt (far left), Ailsa Benson, NPA's head of training, and Colin Bradley who presented the award

It's a marathon this weekend

The sixth London Marathon, being sponsored this year by ADT, takes place this Sunday (April 22). Some 34,000 runners will be taking part.

As usual, there will be a commendable number of pharmacists included in the ranks, all hoping to complete the course and raise money for a variety of worthy causes ranging from Save the Children Fund to Arthritis & Rheumatism Council for Research.

This year, once again, the National Pharmaceutical Association will be contributing to these charities by sponsoring the 21 pharmacists taking part. Head of public affairs Collette Macreadie tells C&D that the NPA will pay £100 to the charity of choice of each pharmacist who completes the Marathon wearing

an NPA tee-shirt with the "Ask your pharmacist" message.

Among the runners will be Barrie Doar. You may remember him from last year when he ran the 26.2 miles from Greenwich to Westminster dressed as a Great Crested Grebe, the emblem of the Herts & Middlesex Wildlife Trust. This year he is running for Cancerkin, the Royal Free Hospital's breast cancer appeal.

One non-pharmacist who deserves a mention is Reg Graham, despatch supervisor at AAH's computer centre in Liverpool. Reg — who celebrates 40 years with AAH in August — has competed in a total of eight marathons to date. He will be raising funds for the Marie Curie Nursing Home at Woolton Village.

C&D wishes all the participants the best of luck.

Walker heads MSc pass list

Joanna Walker, staff pharmacist at the Royal Victoria Infirmary in Newcastle Upon Tyne, heads the list of successful candidates for the MSc course in clinical pharmacy jointly organised by the University of Newcastle Medical School and Sunderland Polytechnic.

Miss Walker, who received a pass with distinction, is also the recipient of the William T. Wing

Memorial Prize.

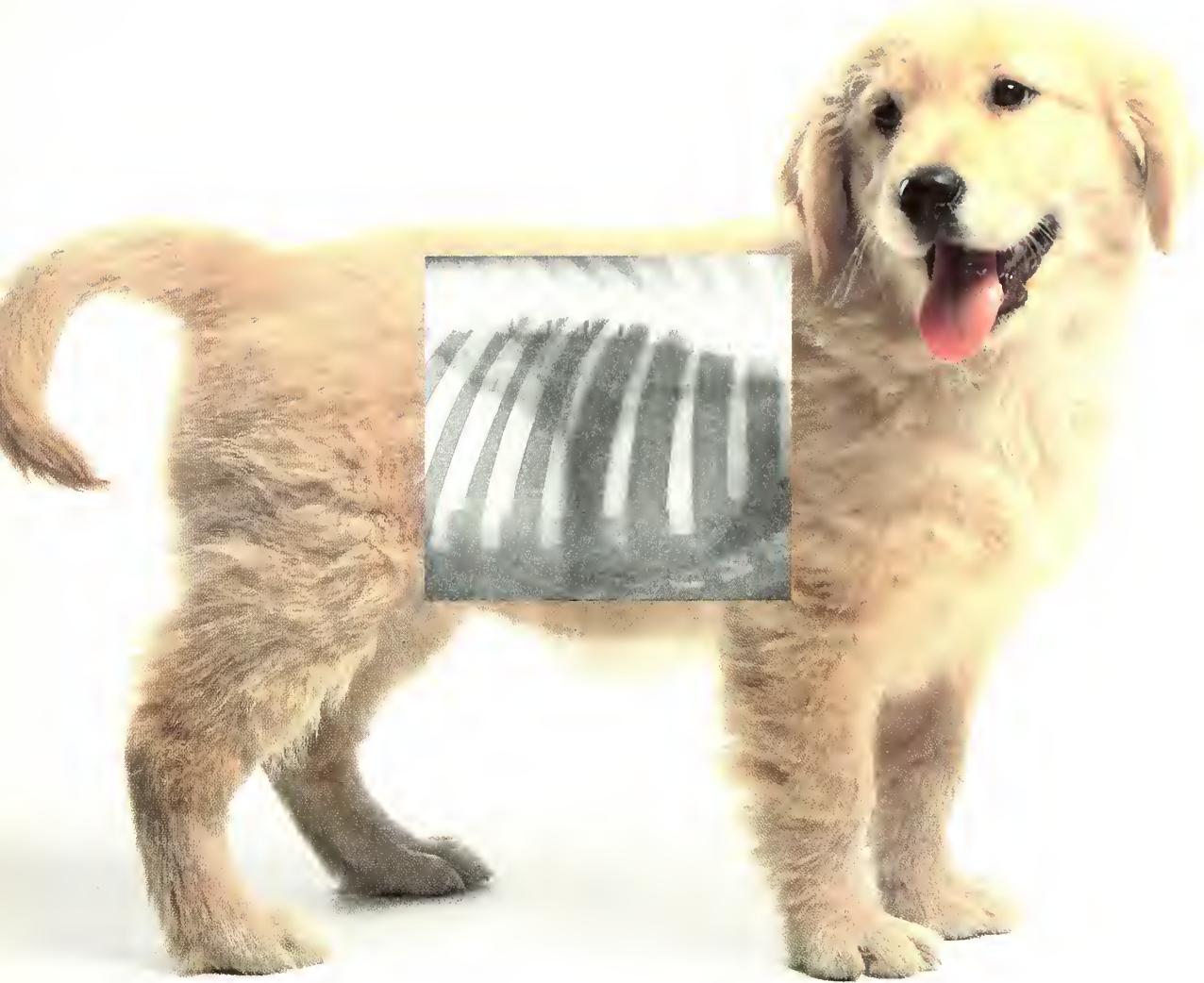
The following also received passes:

Miss L.G. Davidson, Royal Infirmary, Sunderland.

Mr C.S. Fenelon, Freeman Hospital, Newcastle Upon Tyne.

Miss K. Newberry, Freeman Hospital, Newcastle Upon Tyne.

Mr D.C. Stylian, Friarage Hospital, N Yorks.



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